

2020 Endorsement Questionnaire

Email address *

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APA Democratic Caucus of Alameda County



PLEASE COMPLETE AND SUBMIT BY SEPT. 9, midnight. Please take time to review the questions before filling in the boxes since you cannot save the responses for later completion. Thank you for your interest in being considered for an endorsement by the Asian Pacific American Democratic Caucus of Alameda County. Please answer each question in 250 words or less. Be honest and direct. Please note: your questionnaire will be posted on our website for Caucus members and the public to review.

Personal Information

Candidate Name *

Treva Reid

City and zip code of residence.

Oakland 94603

What is your campaign website address?

reidforoakland.com

What is your campaign email address?

reidforoakland@gmail.com

What is the office that you are seeking? *

- Alameda City Council
- Alameda School Board
- Berkeley, Mayor
- Berkeley, City Council, Dist. 2
- Berkeley, City Council, Dist. 3
- Berkeley, City Council, Dist. 5
- Berkeley, City Council, Dist. 6
- Berkeley, Unified School District Trustee
- Berkeley, Rent Stabilization Board
- Oakland, City Council, Dist. 1
- Oakland, City Council, Dist. 3
- Oakland, City Council, Dist. 5
- Oakland, City Council, Dist. 7
- Oakland, City Council, At-large
- Oakland City Attorney
- Oakland USD, School Trustee, Dist. 1
- Oakland USD, School Trustee, Dist. 3
- Oakland USD, School Trustee, Dist. 5
- Oakland USD, School Trustee, Dist. 7
- AC Transit, Bd. of Directors, Ward 1
- AC Transit, Bd. of Directors, Ward 2
- AC Transit Bd. of Directors, At-Large
- EB Regional Park Dist. Bd. of Directors. Ward 1

Regional Assembly, Bd. of Directors, Area 1

AD 15, State Assembly Representative

AD 18, State Assembly Representative

Peralta Community College District, Bd. of Director, Area 2

Other:

Are you the incumbent?

Yes

No

Are you a registered Democrat? The APA Democratic Caucus can only endorse registered Democrats

Yes

No

How long have you been a registered Democrat? If less than 5 years, please explain your reason for becoming a Democrat.

30 years

Are you an APA Caucus member?

Yes

No

Why are you seeking the Caucus's endorsement?

I want to be a Councilmember for all of District 7/City of Oakland. It would be an honor to earn the endorsement of the APA Caucus of Alameda County. I would like to establish an ongoing relationship with the Caucus to hear regularly from members, provide updates on issues of importance and partner to convene (virtual) community discussions to receive feedback from constituents and Caucus members on matters that may affect them. With the goal of convening prior to the City making decisions.

I am asking for your endorsement because I share the mission of the Caucus to boost APA democratic voter registration, voter turnout and community support. Additionally, it would be a top priority of mine to support goals to increase APA community members seeking to run and win elected office. To ensure we empower APA leaders to deliver positive policy changes throughout Alameda County, that also benefits the Oakland APA community.

List ONLY the top 5 endorsements that you have received. (Please reference your website if you want to alert us to more).

CA State Board of Equalization Chair and Member Malia Cohen, District 2

CA State Assemblymember Rob Bonta, District 18

City of Oakland Councilmember Sheng Thao, District 4

Building Trades Council of Alameda County

IAFF Local 55, Oakland Firefighters

Additional announced endorsements are available at <https://www.reidforoakland.com/endorsements>

If we endorse you, will you use our name in your campaign materials?

- Yes
- No
- Maybe

How long have you lived in the district which you are seeking to represent?

10+ years

Educational background: What schools have you attended, date graduated, major and degree(s) earned.

Cincinnati Public Schools: The School for the Creative and Performing Arts and Withrow High School, June 1990

Hampton University: Bachelor of Science, Marketing, May 1996

Shiloh Bible College: Master of Theology and Historical Studies, June 2012

Employment: List the last three (3) paid positions, indicating name of employer, job title, and length of employment.

1/15 - Present: Triumph Resource Group, Triumphant Women | Owner, Co-Founder

4/15 - Present: Pacific Gas & Electric Company | Senior Public Affairs Representative

7/12 - 12/14: California State Assembly, Office of Assemblymember Nancy Skinner | Senior Field Representative

10/04 - 7/12: California Waste Solutions, Inc. | Public Affairs and Contract Compliance Manager

7/96 - 9/04: Ford Motor Company, Marketing, Sales and Service Division | District Marketing Manager

What are the names of any community or nonprofit organizations with which you have been an active volunteer in the past 3-5 years.

Community Education Partnerships (CEP) - Board Member/Chair

East Oakland Youth Development Center (EOYDC) - Board Member

Satellite Affordable Housing Associates (SAHA) - Board Member

Black Women Organized for Political Action (BWOPA) Oakland/Berkeley Chapter Executive Board Member and BWOPA State Policy Advisor

Youth Alive! - Advocacy Committee

The Crucible - Advisory Committee

Oakland League of Women Voters - Alameda County Probation Capacity Building Grant Steering Committee

Emerge California - 2012 Alumna

Shiloh Church, Oakland - Ministry leader

Delta Sigma Theta Sorority, Inc. - Hayward Tri-City Alumnae Chapter Member

The College Preparatory High School - Immediate Past Board Member and Past Co-Chair of the Diversity, Equity and Inclusion Committee

CANDIDATE QUESTIONS

1. What differentiates you from your opponents for the elected office that you are seeking?

East Oakland needs a passionate, experienced, strong leader to fight for us at City Hall and work to deliver real solutions. I'm that leader. I want to leverage the diverse skills I gained from my upbringing, professional path, policy experience, community and board experience, challenging inequities, driving for solutions and rising with resilience, to fight for the change we need now in Oakland.

I have worked for over three decades leading community partnerships and public service. I serve as senior staff on PG&E's East Bay Public Affairs Team in Alameda and Contra Costa Counties, as the primary contact for PG&E's public affairs and government relations in 20 cities in the East Bay and the County of Alameda. I work in partnership with elected officials, city/county leaders, non-profit, community and business organizations to achieve energy policy priorities, infrastructure development, sustained, safe operations and regulatory compliance. Advocating on behalf of the community, customers and company. While there is always more to learn, I will start with a sound understanding of the opportunities and issues faced in city governance, more so than any other candidate. I have also established positive relationships with city leaders and staff over the years, through my professional and personal roles, to understand how to effectively work with and navigate through internal policies and protocols.

Prior to my role at PG&E, I worked as the Senior Field Representative in the Office of Assemblymember Nancy Skinner supporting constituents, working collaboratively with government representatives, labor partners, environmental advocates, business organizations, faith, and community leaders to communicate and effectively respond to legislative and community matters.

At California Waste Solutions (CWS), a local Asian minority-owned company, I worked as the Public Affairs Manager and Contract Compliance Manager. I strengthened and cultivated relationships in business, municipal and residential communities in Oakland and beyond the Bay Area. I lead legislative policy, public engagement, community partnerships and community benefits with development opportunities at the Oakland Army Base. I managed contract compliance standards for CWS' City of Oakland Residential and Small Business Recycling Agreement.

My professional career began at Ford Motor Company, following my graduation from Hampton University. I worked in a number of management leadership roles in Ford's Marketing, Sales and Service Division, improving corporate to dealer relationships, market growth strategies, stakeholder engagement and excelled with increasing sales revenues and budget targets.

I served on the Alameda County Recycling Board for two terms, as an appointed member (nominated by Former Supervisor Alice Lai Bitker), with elected officials from each County jurisdiction. I was appointed by this primary board of elected officials to serve as board president (the first Black woman). We managed critical matters and were fiscal agents overseeing a multi-million dollar budget to govern and ensure the goals of reducing the waste stream in Alameda County were met.

My goals are strategic, community driven approaches to addressing the challenges before us. I serve in partnership with 12 community organizations, serving on their boards or committees. I will continue to proactively prioritize meeting with, convening community members and organizations on the issues, to work collaboratively on championing community actions.

2. Describe one issue for the district you want to represent for which you have provided leadership and about which you are passionate.

Housing Stability and Solutions to Address Homelessness: We live in one of the most expensive cities in the state and across the nation. Too many families in East Oakland, District 7 are being displaced as housing prices and rents soar, with wages remaining stagnant. The median income in District 7 is \$56k and rent average is \$2600. People are spending well over 30% of their income on rent and mortgages. They're rent and cost burdened. East Oakland, District 7, is one of the most impacted areas in the City, with the greatest number of residents evicted and displaced. 70% of those unhoused are black and the majority of those are black men. The Alameda County Point in Time Count Report also noted that homelessness has increased 47% from 2017-2019, and a report from Columbia University in May 2020 stated that the COVID crisis could exacerbate homelessness by 40% without local, state, and federal action. As the District 7 Councilmember, I will fight to ensure longtime and new residents can reside harmoniously in the City we love by:

As a SAHA (Satellite Affordable Housing Associates) board member I work to advance housing policies and funding, locally and regionally, prioritizing are unshoused seniors, veterans, single parents, young adults transitioning in the foster care system and secure housing for Oaklanders who were forced out

As the Board Chair for Community Education Partnerships I work to increase educational opportunities and housing for homeless and highly mobile youth.

Passing and enforcing existing tenant protections to keep East Oakland residents permanently housed.

Protecting renters from illegal evictions and rent increases and homeowners from foreclosures. Prioritize affordable housing. We've only achieved 14% / 945 units of our affordable regional housing needs allocation goals since 2015 and 168% of our above moderate goals 13k units.

Expanding rental assistance and emergency response programs during and beyond COVID-19.

Funding the community land trust to keep people housed

Allocating, upon discovery, the unaccounted for impact fees.

Supporting the new leadership in housing to do the work needed and ensure we have staff hired and retained to support the work.

Prioritize additional funding for permanent housing, beyond the temporary housing, that includes 3 hotels leased in partnership with the county/state, 67 RVs at the old Home Based Site, 27 tiny homes for youth/young adults being built and the 70 family housing trailers from the governor.

Advocating for tax abatements, increased federal and state funding for subsidized low-income housing and affordable home ownership programs.

Supporting vacant building rezoning and purchasing for permanent housing.

Approving more accessory dwelling units (ADU's).

Collaborating with regional partners and local organizations to increase permanent housing solutions and clean, safe shelter locations and services for those unhoused.

3. What percentage of the district you [or intend to] represent are of APA heritage?

4.7%

4. Please identify the three largest APA ethnicities in your district.

Chinese, Filipino, Vietnamese

5. Please identify the most at-risk APA community in your district and explain why.

APA monolingual non-English speakers. Many of these APA community members find it more difficult to access government and critical services. They also express how hard it is to participate in the political and electoral politics to access funding or have services. There is a distrust of law enforcement and safety for their lives and security in the community for their businesses, due to the high crime rate (domestic/sexual assault).

6. List the three top concerns of members of the APAs in your district.

Permanent affordable housing (renters and homeowners)
Small business retention support: small business and COVID Relief funding, multilingual technical support/resources, increased public safety and BRT impact mitigation funding
Access to translational services and staff for local government services

7. During the COVID-19 pandemic, reports of anti-Asian verbal and physical attacks have arisen. If you are the incumbent, how have you addressed this? If you are a candidate how will you address this?

I support Councilmember Bas and Thao's resolution condemning anti-asian sentiment flamed by the Trump administration. Anti-Asian verbal, physical, emotional, cyber or any other form of attacks against our APA community will be tolerated in Oakland. I have met with the Chinatown Chamber of Commerce Board Members and Vietnamese American Business Association (VABA) members to hear directly from APA community members. To listen, understand and work with city and corporate leaders to address their concerns. I support outreach expansion of the crime hotlines to report these attacks to provide services post attack, keep data to track hotspots, and bring justice to victims of crime. I support ensuring our APA communities and business corridors have increased public safety security measures. I support community wide messaging and outreach to uplift our APA community and cultures represented.

My godfather and family are Vietnamese/Chinese, the attacks are personal for me and my family. I engage with APA community members through my family network, which allows me to stay abreast of issues for proactive awareness and to offer my support. Additionally, in my professional role at PG&E I support our public affairs and charitable giving efforts to increase economic and community vitality in partnership with APA organizations, often hearing opportunities to best serve, advocate with and support community matters.

8. Do you believe that Asian and Pacific Americans are adequately represented in local government? What can elected officials do to improve participation?

The City Council has two Asian women leaders. But, there are no Asian department heads or City Administrators that I am aware of and representation lacks in city leadership, on boards and commissions. It is important to promote within and hire full-time APA city staff, and encourage APA community members to participate in other civic roles. I support ensuring equitable representation in our City at all levels of our government, with elected and city staff.

9. Please identify all Asian Pacific American candidates whom you have personally endorsed over the past 5 years including this election cycle. If there are none, please explain.

Endorsed, raised/donated and canvassed for the following in the past 5 years:

United States Vice Presidential Nominee Kamala Harris

City of Oakland Councilmember Sheng Thao

City of Alameda Councilmember Malia Vella

CA State Assemblymember Rob Bonta

Alameda County Assessor Phong La

I have endorsed, door knocked, donated, phone banked, attended house party's and/or encouraged voter support for other local and statewide APA elected officials, including:

City of Oakland Councilmember Nikki Bas

CA State Treasurer Fiona Ma

CA State Controller Betty Yee

Assemblymember Kansen Chu

Assemblymember Ash Kalra

City of Fremont Mayor Lily Mei

City of Fremont Councilmember Raj Salwan

City of El Cerrito Councilmember Gabriel Quinto

City of San Leandro Councilmember Benny Lee

Former San Pablo Mayor Kathy Chao Rothberg

Former Fremont City Councilmember Anu Natarajan

Former San Jose City Councilmember Madison Nguyen

Former Oakland City Councilmember Henry Chang

10. If you were faced with a situation that involved an Asian Pacific American community, would you seek consultation with our Caucus as a resource?

Yes

No

Thank you for completing our questionnaire.

Please submit your responses by Sept. 9, 2020 midnight. Our North County Endorsement Meeting is scheduled for Thu., Sept. 24 beginning at 6:30 pm on Zoom. Only those candidates submitting the questionnaire on time will be on our endorsement ballot. No changes to your responses can be made after it is submitted.

Google Forms