



January 27, 2023

Dear Selection Committee

I am applying for the MRCA open seat on the Sullivan Canyon Preservation Association Board of Directors.

My experience as a local resident, hiker, cyclist, advocate and executive director of a non-profit focused on multi-modal transportation will contribute a diverse skill set and perspective that will enthusiastically represent the mission of the MRCA.

As a native Angeleno, I grew up camping in state parks throughout California. Camping and hiking has always been a big part of my life and I've been fortunate to continue sharing those experiences with my family. This allowed me to develop a deep appreciation not only for the outdoors but for the parks themselves and the need for ongoing preservation.

Later, I discovered mountain biking and quickly learned of the Concerned Off Road Bicyclists Association (CORBA) which introduced me to advocacy for the preservation of trail systems for all users. As a volunteer I learned first-hand just how important multi-use and shared spaces are and the need for greater advocacy and education. As a cyclist, I ride in the Santa Monica Mountains regularly, including Sullivan and Mandeville Canyons, the Westridge Fire Road and the Backbone Trail. These areas are closest to my home in Culver City. I believe it is important that - like any publicly accessible outdoor space - the SCPA remains accessible and welcoming to all as well.

My work as founder and executive director of Walk 'n Rollers has provided opportunities to work with children and families of all socio-economic levels. Whether helping kids experience the joys of cycling for the first time, leading a group ride or walk or teaching a safety class or bike skills workshop, it is this passion to help others safely experience outdoor activity that continues to inspire me daily.

As an advocate and professional, I have had the pleasure to collaborate with a wide variety of organizations, including the MRCA, Baldwin Hills Conservancy, State Parks, YMCA, LA Metro, OCTA, AAA, LA Walks, CalWalks, Bike LA (formerly LACBC), CORBA and numerous local and regional governmental agencies and offices. Additionally, I served on the Expo Phase II Advisory Committee (to ensure the successful integration of the Expo Bike Path along Metro's E-Line) providing me insightful knowledge into working through bureaucratic issues in the public sector.

In summary, I would be honored to represent the MRCA on the SCPA board. I believe my unique and varied background and experience will allow me to serve with integrity and dedication while representing a wide view of what open space means and serve the community and spaces I enjoy. I look forward to the opportunity to learn more about the SCPA and exploring new and exciting ways to further both their goals and those of the MRCA.

Sincerely

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Jim Shanman

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Education

Bachelor of Arts, Fine Art

California State University, Northridge 1985

LCI Certification

League of American Bicyclists, 2012

ibpi Certification in Comprehensive Bikeway

Design, 2016

Key Qualifications/Areas of Expertise

- Safe Routes to School Programming
- Project Management
- Public Meeting Facilitation
- Community Stakeholder Outreach
- Marketing, Communications and Outreach
- Pedestrian and Bicycle Safety Instruction

**EXPERIENCE****WALK 'N ROLLERS, EXECUTIVE DIRECTOR/FOUNDER, 2011-PRESENT**

Formed in 2010, Walk 'n Rollers is a non-profit organization whose mission is to encourage families to rethink their commutes to school through expanded use of alternative transportation options. I oversee all program development, including education and encouragement programming, community outreach, event facilitation, grant submissions and contract evaluations. Programs include pedestrian and bicycle safety education, Walk and Bike to School Day encouragement programming and development, community-based safety and outreach events.

Recent projects and contracts include:

- Culver City Safe Routes to School Program (2013-present)
- Oxnard Safe Routes to School Education and Encouragement programming (2022-present)
- Orange County Safe Routes to School programming, in partnership with OCTA and Alta Planning+Design, 2020-present
- Metro Adopt-A-Bike Program (2021-present)
- Lennox School District (2016-19)
- Inglewood Pedestrian Safety Education Workshops (2017)
- San Fernando Street Festival Project - Metro (in partnership with Evans Brooks Associates) responsible for hub activities and coordination, volunteer coordination and pre-event community activities.
- Kids Bike Skills Workshop Series - SCAG (Summer 2017, 2019)
- Pico Rivera Safe Routes to School Program, Education and Encouragement Lead (2013-2015)

CULVER CITY SAFE ROUTES TO SCHOOL COORDINATOR

2017-Present: Responsible for continuation of program under a joint contract with Culver City and Culver City Unified School District. Program has grown to cover more schools and more collaboration with city and district staff.

2013-2017: Responsible for implementing City-wide SRTS program as part of the City's Non-infrastructure SRTS Program (Federal SRTS funding Cycle III, \$500,000).

Lead contractor working with six schools over four years to develop sustainable walk-bike to school programs, ongoing encouragement activities and offer effective educational activities; effectively coordinate with school district, city staff, team leaders and community stakeholders.

EDUCATION AND ENCOURAGEMENT SPECIALIST, OXNARD SRTS PROGRAM (with Fehr & Peers), 2022-present

- Responsible for outreach to 10 schools assisting them in hosting various activities to encourage more students to walk or bike to school.
- Lead outreach and communication development

ADOPT-A-BIKE PROGRAM, 2020 - present

- Established a successful program to collect, refurbish and distribute used bicycles to families in need
- Successfully grew program to include bike repair workshops and safety programs in partnership with the Culver-Palms YMCA

EDUCATION AND ENCOURAGEMENT SPECIALIST, PICO RIVERA SRTS PROGRAM (with Alta Planning + Design)

- Responsible for outreach to 11 schools assisting them in launching a “Walk the Walk” activities focused on developing a sustainable Walk-Bike to School Program.
- Coordinate and lead “Talk the Talk” presentations focused on working with parents and community leaders on the value of SRTS program and correcting poor driving behaviors in an effort to create safer school communities

LEAGUE CYCLING INSTRUCTOR, 2012 - Present

Coordinate and teach bicycle safety instruction with high school students and adults throughout the Los Angeles area.

AFFILIATIONS , QUALIFICATIONS

- Founder and Creative Director, Asylum Design and Marketing, Inc., 1992 - 2012
- League of American Bicyclists League Cycling Instructor (LCI) #3493
- Co-founder, Culver City Bicycle Coalition
- Appointee to the Expo Phase II Bicycle Advisory Committee representing Los Angeles Supervisorial District Two
- Member, International Mountain Bike Association (IMBA) and local chapter CORBA