



# Supplemental Council Agenda Report

City Council Meeting  
01-11-21

## Item 7.A.

To: Mayor Pierson and the Honorable Members of the City Council

Prepared by: Heather Glaser, City Clerk

Approved by: Reva Feldman, City Manager

Date prepared: January 5, 2021 Meeting date: January 11, 2021

Subject: City Council Appointments to City Commissions and Committees

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### RECOMMENDED ACTION:

- 1) Mayor Pro Tem Grisanti and Councilmembers Silverstein and Uhring to each make an appointment to the Cultural Arts Commission, Parks and Recreation Commission, Planning Commission, Public Safety Commission, Public Works Commission, and Wastewater Advisory Committee;
- 2) Councilmember Farrer to make an appointment to the Public Works Commission;
- 3) Council may appoint or affirm appointments of an ex officio member to the Cultural Arts Commission, Parks and Recreation Commission, and Public Safety Commission;
- 4) Council to appoint or affirm two at-large appointments to the Wastewater Advisory Committee;
- 5) Council to appoint or affirm five appointments and two alternate appointments to the Building Board of Appeals; and
- 6) Council to defer appointment of members to the Mobilehome Park Rent Stabilization Commission until such a time as it is necessary for the Commission to meet.

DISCUSSION: On December 31, 2020, the original agenda report was distributed. Five City Commission/Committee Member Applications were received after that time, which are attached to this report.

The application to the Public Safety Commission of Mr. Woodworth may only be considered for the position of Ex Officio member per Malibu Municipal Code Section 2.40.020. An Ex Officio member lives outside the City limits but within the 90265-zip code, is appointed at-large, does not have a vote on the Commission, and may not serve as either chair or vice chair.

ATTACHMENTS: Applications received to date



Qualifications: Please provide detailed information which demonstrates professional skills and talents applicable to this Commission / Committee.

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Role and Issues of Commission / Committee: Please provide detailed information which demonstrates your opinion as to the role of a City Commissioner / Committee Member and issues you feel need to be addressed by Malibu which relate to this Commission / Committee.

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S. Gutleimann  
Signature of Applicant

January 1, 2021  
Date



Qualifications: Please provide detailed information which demonstrates professional skills and talents applicable to this Commission / Committee.

I am attaching a C.V. for your reference to see my professional and academic background. Since I no longer have need for a resume, it is very outdated. Most recently, I have been building homes in the City of Los Angeles, developing properties under LA's small lot subdivision guidelines.

Role and Issues of Commission / Committee: Please provide detailed information which demonstrates your opinion as to the role of a City Commissioner / Committee Member and issues you feel need to be addressed by Malibu which relate to this Commission / Committee.

The role of a Public Safety Commissioner is to study issues that affect the general safety of Malibu residents, and to prepare proposals and plans which can be implemented by the City towards improving safety issues.







These may include fire and other disaster event planning and mitigation, plans to deal with "unhoused" individuals and other vehicular and pedestrian safety issues.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

# W. William Winokur

## *Curriculum Vitae*

-  Familiarity with all aspects of Mortgage Capital/Secondary Markets Trading & Sales
-  Experience in structuring all forms of Mortgage & Asset-Backed Securities
-  Extensive knowledge of Mortgage, Bond and Option analytics
-  Have actively traded Futures, Options, CMOs, and derivatives
-  Expertise in Computer-aided Financial Modeling
-  Strong relationships in top tier banking and underwriting community

## *Experience*

### **Lone Runner Development LLC**

*06/12-present*

#### **Managing Director**

LRD focuses on the acquisition, entitlement, design, construction and sales of Small Lot Subdivisions in the Los Angeles County area. Current and recent projects include a 10 home SLS in Los Feliz, a mixed-use commercial plaza on Crenshaw Ave, a 7 Home SLS in Silver Lake, a 9 Home SLS in North Hills and a 14 Home SLS in Atwater Village.

LRD is actively involved in and well-versed in every aspect of construction, design/build and rudimentary engineering for these projects.

### **Brean Capital, Inc.**

*11/10-5/12*

#### **Managing Director**

Co-manager of the Commercial Mortgage department at Clearpoint Funding, Inc, which is a wholly owned subsidiary of Brean Capital, Inc. Responsible for all day-to-day operations, management, originations, technology platform integration and new product development.

In addition to commercial mortgage origination, the group launched a MAP Processing underwriting effort for project loans originated under the various FHA/GNMA programs (221-D3/D4, 223-F, 232 and 223-F.

### **UNILOC, Inc.**

*1/05 – 4/06*

#### **Chief Executive Officer**

CEO of Uniloc USA, Inc. The Company held the foundation patents for creating the digital DNA/fingerprint for any type of digital devices. Company worked closely with software developers, motion picture studios and big box retailers to mitigate piracy and other IP loss. In addition, the Company worked very closely with implementers of traffic control systems and other digitally signature command and control infrastructure to maintain security and user identification.

## **The Aquila Group, Inc.**

**Founder and Senior Managing Director**

*1/89 – 06/04*

*1/84 – 9/86*

The Aquila Group assisted its clients in all aspects of the Mortgage and Asset Backed Securities business. This includes investment analysis, tape cracking; collateral analysis and stratification; due diligence; structuring; risk management; Rating Agency liaison; sales; closings; and analysis of CMOs, whole loans and derivatives. Have directly aided clients in managing large positions in these types of securities.

To aid in this task, the Aquila Group has designed and implemented a proprietary Rule-Based Asset-Liability modeling language as part of the Aquila TFI Mentor. The model (developed in C/C++ on SUN Workstations) allows the structured finance professional to semantically model complex debt structures using natural language type rules. All relevant cashflows can be generated for a variety of analytics (price/yield, total-return, OAS, etc.). In addition, the Mentor contains extensive REMIC tax analytics to evaluate REMIC after-tax cashflows and tax liabilities.

The Aquila Group has consulted to various Investment Banks' Capital Markets Groups during this period. Major projects included development of option pricing models and implementation of an Options Position Monitoring System; a Government Futures and Options Risk-Exposure System; Cheapest-to-Deliver and Implied Repo Analysis Systems; and extensive CMO structuring and related Mortgage Analytics.

Clients included **Paine Webber, Merrill Lynch, E.F. Hutton, Cantor Fitzgerald, Ahern & Partners, and J.P. Morgan Securities.**

## **Chemical Investment Bank**

*12/87 – 1/89*

### **Senior Vice President, Manager of the Strategic Asset Engineering Group**

This group was co-responsible for structuring Chemical's Asset and Mortgage Backed Securities. During this period, the Asset Backed Securities Group structured over \$1.8 Billion in securities, ranging from CMOs and Senior-Subordinated structures to Pass-thrus collateralized by Auto Loans, Mortgages, Marine Loans, Leases, and Credit Card Receivables.

In addition to structuring, my group developed and maintained all the proprietary analytical models (in C on SUN Workstations) used by all other professionals in the Asset Backed Securities Department.

## **L.F. Rothschild & Co.**

*1/86 – 12/87*

### **Senior Vice President, Director of the Mortgage Strategies Group**

This group was responsible for developing all of the analytics used by the Mortgage Trading, Sales, and Finance departments. We designed and implemented a sophisticated real-time Decision Support tool (on Sun Workstations) which priced all forms of Mortgage-

Backed Bonds, Treasuries, and other derivative instruments. The system provided extensive Sensitivity Analysis, Hedging Techniques, Specified Pool/Prepayment Analysis, CMO structuring tools, Asset Liability Modeling, Historical Spread Analysis, Whole Loan Stratification, and more. In addition, the group produced the Daily Mortgage Analysis, a comprehensive report distributed to all Fixed Income professionals as well as numerous clients, and other special written presentations.

The Mortgage Strategies Group worked closely with the Mortgage Finance Group to structure over \$3B in CMOs, the first ever issued by L.F. Rothschild.

## **Goldman Sachs & Co.**

6/83 – 1/84

### **Trading & Sales**

Actively traded an arbitrage between IMM foreign exchange (Forex) futures and the Interbank spot markets. Arbitrage was based on slight imperfections in these two markets, which theoretically should trade in sync, yet often do not – causing a potentially profitable market arbitrage (riskless trade) if executed properly. Helped make the dollar-mark (Deutschemark) area of the trading desk one of the most profitable in the area.

## **Morgan Stanley & Co.**

4/82 – 6/83

### **Member, Analytical Systems Group (ASG)**

Developed APL based software for the Fixed Income and Risk Arbitrage Departments. Initiated and designed the Corporate Bond Credit Analysis System; worked on various major Fixed Income analysis models.

### ***Education***

## **Massachusetts Institute of Technology**

9/78 – 6/81

**Bachelor of Science in Economics, June 1981.  
Concentration in Physics.**

Overall GPA: 4.7/5.0

Thesis: "Calculation of the Unit Cost of Product for a Generalized Production Facility" (c) 1981.

MIT – NCAA Volunteers for Youth Program.

## **London School of Economics**

Visiting student during my Junior Year at M.I.T.

### ***Additional Information***

Mr. Winokur has written several published novels, one of which (MARATHON) won Best Books USA Award in 2006. Another (THE PERFECT GAME) was adapted into a feature length motion picture. Mr. Winokur currently lives with his wife in Malibu, CA.

### ***References***

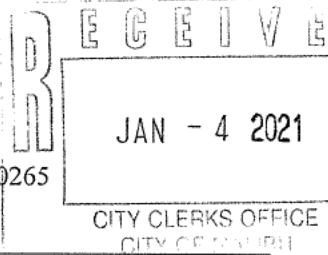
Furnished upon request.





# City of Malibu

23825 Stuart Ranch Road Malibu, California 90265  
(310) 456-2489 fax (310) 456-2760



## City Commission / Committee Member Application

As a candidate for membership on a City Commission / Committee, please complete this application, profile and qualification form in order for the City Council to best consider your application for appointment. Please feel free to provide additional sheets or a resume, if desired. Completed applications are to be submitted to the City Clerk's Office, Malibu City Hall, 23825 Stuart Ranch Road, Malibu.

Name of Commission / Committee Applying for Public Safety Commission

Applicant's Name Barry Kenneth Woods

Street Address & City [REDACTED]

Home Telephone [REDACTED] Cell Telephone [REDACTED]

Work Telephone [REDACTED] Email Address [REDACTED]

**Profile Information:** Please provide detailed information which demonstrates experience or background applicable to the Commission / Committee (including education and experience on study groups, task forces and committees, community / civic and business activities).

A life long resident of Southern California, including Malibu for the past 12 years, I received both my Undergraduate (Political Science) and graduate (Education) degrees from UCLA in the early 1970's. After finishing school, I felt I could have a greater impact on society by starting my own business, Woods Maintenance Services, Inc., to address problems that I felt were underserved by local municipalities: graffiti removal, Business Improvement District maintenance, and trash & vegetation removal from public spaces and rights-of way, and beginning in 2018, the establishment of a new division to specifically help with people experiencing homelessness, (PEH). As the company grew, we began to contract with many of the largest public agencies in Southern California, including: the City of Los Angeles, the County of Los Angeles, and the Metropolitan Transportation Authority, to name but a few. By working directly with these public entities, I have learned the intricacies of public budgets, the needs and desires of the constituencies as they relate to public safety, and how to best address these issues to positively impact the community.

Throughout my professional career, I have been an active participant in numerous committees and commissions, including: the Mayor's (Los Angeles) Commission on Graffiti, where our company helped to establish a program (UNTAG) to aid community based organizations remove graffiti in their neighborhoods; MAGIC (Multi-Agency Graffiti Information Commission), where I was instrumental in helping to establish communication between various public agencies and law enforcement to combat the scourge of graffiti; NGIN (National Graffiti Information Network), where we helped promote the idea of bringing together multiple end users to create a more influential lobbying body.

Qualifications: Please provide detailed information which demonstrates professional skills and talents applicable to this Commission / Committee.

On a personal level, I have always been proud to support local philanthropic organizations, including the Valley Food Bank, where I was awarded the Penny Wayne Humanitarian Award in 2017. Furthermore, I wanted to give back in ways other than by simply writing a check, and this led me to my work with 3 organizations that are near and dear to my heart: CERT Los Angeles, Red Cross Disaster Service, and Malibu CERT. As a Call-Out team member for these three organizations, I have been deployed all over California in service of those facing serious public safety risks. During the Woolsey Fire, I provided masks, personal care supplies, and made home visits to ensure the continued safety of my fellow Malibu residents; for five years running, I have volunteered as a trained EMR to staff a Red Cross station at the Rose Parade, where we treat people for all manner of injuries, both minor and severe; and finally, I was deployed to Butte Fire in Northern California where my skills as an ERV driver and qualified, trained disaster service worker, were put to use helping to service and treat displaced victims of the both the fire and its aftermath.


Due to COVID-19 occurring this year, new strategies had to be employed to continue to be of service the best I could in the safest manner. To that end, I have been trained by the LAFD to serve on the Remote Fire/ Arson Patrol for all of Los Angeles. As a volunteer over the age of 60, my services are via the AlertWildFire Network monitored by the Nevada Seismological Laboratories, monitoring cameras situated throughout the county for any sign of fire activity, especially on Red Flag days.

Role and Issues of Commission / Committee: Please provide detailed information which demonstrates your opinion as to the role of a City Commissioner / Committee Member and issues you feel need to be addressed by Malibu which relate to this Commission / Committee.

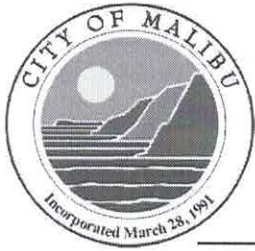
Two of the issues that should present the greatest concern to the Public Safety Commission are fire prevention and preparedness and addressing the growing problem with people experiencing homelessness (PEH). Many of the ancillary Public Safety issues flow from these two. The safe parking of trailers and mobile homes, the safety of both driving and crossing PCH and the increased recklessness of driving on the highway and in the canyons, have necessitating the all too often need for emergency services and SAR Teams. On these two fronts, my business experience and my volunteer work have provided me a birds-eye view of these serious issues that face the City of Malibu and its citizens, and I know that I can be an integral component in helping the City to develop solutions and mitigation strategies to minimize these critical issues. Malibu is a small, homey community, with the problems and needs of much larger urban communities. Maintaining the safety of the residents, visitors, tradespeople and all that pass through the 21 miles of scenic beauty must be of highest priority. They must all feel it is the safest place on earth.

Ancillary to these issues, working with the Public Utilities must be a high priority. Maintenance of utility poles, transmissions lines and stations has proven less than effective and an improved working relationship and a review of protocols would seem to be a high priority, for the safety of our community.

As a beach community, we must work closely with the Lifeguard population and provide maximum support in maintaining our beaches. That may be support with crime, parking, traffic and increased summer and holiday beachgoers, not to mention, the protection of the sensitive habitat on our coastal waters.

  
\_\_\_\_\_  
Signature of Applicant

January 1, 2021  
\_\_\_\_\_  
Date



# City of Malibu

23825 Stuart Ranch Road Malibu, California 90263  
(310) 456-2489 fax (310) 456-2760



## City Commission / Committee Member Application

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Name of Commission / Committee Applying for Public Safety Commission

Applicant's Name Brent Woodworth

Street Address & City

Home Telephone

Cell Telephone

Work Telephone

Email Address

Profile Information: Please provide detailed information which demonstrates experience or background applicable to the Commission / Committee (including education and experience on study groups, task forces and committees, community / civic and business activities).

- Appointed by FEMA Director (James Lee Witt) to a congressional approved committee assigned the responsibility of drafting guiding principles for natural hazard reduction in the United States.
- As Chairman of the Los Angeles Emergency Preparedness Foundation (LAEPF), Brent designed, implemented, and managed the BOC (Business Operations Center) for the City of Los Angeles. The BOC was responsible for all major business, non-profit, faith community, academic, and local community organization relationships and operated inside the EOC (Emergency Operations Center for the City of Los Angeles).
- Worked with LA City and LA County Fire Departments on programs designed to increase the level of collaboration between local communities and the fire department. As Chairman of LAEPF, provided food services feeding all active firefighters during the Skirball fires. Provides emergency supplies and "refresh" eye gel to firefighters throughout California (100K+ doses) on an annual basis.
- A member of the Executive Strategic Planning Group for LAPD Chief Moore working directly with LAPD senior leadership on strategic programs designed to improve community relations and effectiveness across LAPD.
- As Chairman of the US Multi-hazard Mitigation Council and the National Institute of Building Sciences (Washington DC), Brent was appointed to lead the US Congressional mandated study on the benefits of federal investment in pre-disaster mitigation across the US. Brent presented the benchmark results in testimony before Congress.
- As Chairman of LAEPF, Brent was selected by FEMA to lead the national Community Resilience Innovation Challenge program funded by the Rockefeller Foundation. The program was highly successful and led to the Rockefeller 100 Resilient Cities (\$100M) international program.
- As Chairman of LAEPF, Brent led the development of the independent report on the 2018 Woolsey Fire. This effort has led to the development of the proposed Fire Front Following Pilot program in collaboration with the LA County Fire Department. The proposed communities in this program include: Malibu West, Point Dume, Corral Canyon, Big Rock, Topanga Canyon, Hidden Hills.



Qualifications: Please provide detailed information which demonstrates professional skills and talents

- **Crisis Management**

Brent has managed the response to over 70 major crisis events in 50 countries. This includes significant events in the US including the Oklahoma City Bombing, Hurricane Katrina, Northridge Earthquake and 911

- **Emergency Planning, Assessments, and Exercises**

Brent has authored multiple emergency operations plans for cities, counties, governments, and businesses. Brent and his team updated the emergency plans for all major government departments in NYC following 911. Recently, he as co-authored the emergency plans for Ventura County Transportation and multiple water districts in the Los Angeles and Orange County regions. Brent has conducted over 150 critical site operations assessments and conducts emergency management exercises for commercial and government agencies.

- **Law Enforcement**

Brent has worked closely with the FBI, LAPD and LASD for many years. Brent was awarded the "Above and Beyond" award by FBI InfraGard for his outstanding work in support of the FBI during their investigation of the San Bernardino and Aliso Viejo Bombing incidents. Brent is a member of the Lost Hills Sheriff DCS (disaster communication service) team. Brent is also CERT certified and has EMT training. Brent also works closely with Caltrans and the California Highway Patrol.

Role and Issues of Commission / Committee: Please provide detailed information which demonstrates your opinion as to the role of a City Commissioner / Committee Member and issues you feel need to be addressed by Malibu which relate to this Commission / Committee.

From the 1993 Old Topanga Fire through the 2018 Woolsey Fire, I have experienced many of the natural and man-made hazards the Malibu community faces. With over 30 years of experience in government and commercial crisis management, I believe my skills and experience can be put to good use as a member of the Malibu Public Safety Commission.

I believe the most important role of the Public Safety Commission is to help ensure the welfare and safety of Malibu residents and visitors along with the infrastructure, homes, and businesses. Malibu faces a changing climate and increased trend in crisis events along with challenging social, cultural, political, and economic considerations.

When developing programs to help address public safety commission focus items, I believe the following components should be considered: 1) Innovation – not the same old programs, 2) Collaboration – involving a representative cross sector of Malibu including residents, business, academic, faith community and government, 3) Sustainability – programs need to have a minimum 3 to 5 year or more sustainability objective, 4) Measurable – programs need to have metrics that allow us to determine if they are successful or not, 5) Repeatable – programs should be structured to be expandable and repeatable when successfully implemented.

Some of the key topics I feel need additional review by the Public Safety Commission include:

- Power Safety Shut-off policies, practices and impact
- Communications – information sharing, situational awareness, notifications, methods (pre, during and post event)
- Logistics – supply chain, food, water, shelter, medical support
- Public Safety – crime, parking, lighting, patrols, notifications, relations with LASD, Highway Patrol, Caltrans
- Fire and Natural Disaster Considerations – preparedness, mitigation, brush clearance, enforcement, collaboration with community, resources (public and private)
- Oversight – emergency management, policies, practices, procedures

Signature of Applicant

Date 12/30/2020

## **Brent H. Woodworth**

*A Global Leader in Corporate Enterprise and Government Sector Crisis Management; Addressing the Context and Severity of Disasters Worldwide.*



A highly experienced executive, subject matter expert, strategist, negotiator, and author. Brent provides strategic guidance to corporate leaders, heads of state, military officials, ambassadors, and global agencies who are faced with difficult corporate enterprise, community or national crisis challenges.

Brent has managed over 70 man-made and natural disaster crisis events in 50 countries. Brent is known for developing and implementing collaborative and innovative solutions to complex problems. He has a proven record of minimizing loss, accelerating recovery, protecting reputations, and preserving operational continuity. Brent consistently delivers sustainable and measurable results. Brent is co-author of the US National Hazards Reduction Plan and chaired the US Congress designated National Mitigation Saves research and report team.

### **Global Crisis Services, Inc.**

*President and CEO (2007 to Current)*

Delivering Preparedness, Mitigation, Response, Recovery, Collaboration and Strategic Planning services to corporations, governments and international organizations. These services include: enterprise and critical operation risk assessment, crisis management, policy and business continuity planning, resource management, media relations, government relations, cultural and community interface, decision support, policy group support, teambuilding, training, exercises and customized support services. Global Crisis Services is known for utilizing a check-list approach in preparing executives to rapidly and effectively respond to crisis events.

### **Los Angeles Emergency Preparedness Foundation ([www.LAEPF.org](http://www.LAEPF.org))**

*Chairman and CEO (2008 to Current)*

LAEPF leads the country in the development of business operations center (BOC) and collaborative community stakeholder partnerships. Bringing together business, government, academic, faith and non-profit sectors to address public and private needs in consideration of the expanding severity of disasters. LAEPF conducts independent research and delivers policy solutions that help disaster impacted citizens, communities, businesses and government. LAEPF develops innovative support systems and manages national programs for agencies including FEMA and the Rockefeller Foundation. LAEPF also provides direct support services to the FBI, Fire Departments and Local Law Enforcement.

### **IBM Corporation**

*Worldwide Segment Manager (Director), IBM Crisis Response Team (1976 to 2007)*

Brent and his team provided risk assessment and crisis management support for all of IBM's critical operating sites worldwide (over 300 sites in 100+ countries). Brent also delivered risk and crisis management services to IBM's commercial customers (including entertainment and hospitality). Brent developed a series of break-through crisis management offerings and capabilities that reshaped IBM's internal and external risk management practice along with IBM's humanitarian and community relations policies and practices. Brent and his team were responsible for IBM's business continuity planning, incident response, insurance claim management and global crisis team on-site support.

*Distinguished Appointments and Board Positions: (Government, Academic, Foundation)*

- Los Angeles Emergency Preparedness Foundation – Chairman and CEO (2008-current)
- L. A. Regional Community Recovery Organization – Vice Chairman (2019 – current)
- The International Emergency Management Society (Vice President, TIEMS-USA 2017 - current)
- Rockefeller Foundation and FEMA: 2012 Community Resilience Innovation Challenge – National Program Director (2012-2015)
- NIBS (National Institute of Building Sciences) [www.nibs.org](http://www.nibs.org) – Board Member, Committee Chair (2004-2009)
- Multi-hazard Mitigation Council (MMC) [www.nibs.org/mmc/mmchome](http://www.nibs.org/mmc/mmchome) - Chairman and Board Member (2003-2009)
- University of Colorado Natural Hazards Center – Advisory Board (1995 – 2007)
- NEHRP (National Earthquake Hazards Reduction Program) – Advisory Committee on Earthquake Hazards Reduction (ACEHR) [www.nehrp.gov](http://www.nehrp.gov) (2008-2012)
- National Mitigation Saves – Led the U.S. Congressional Study on the Benefits of Pre-disaster Mitigation Investment: (Report Chairman 2004 – 2008) Presented results in testimony to Congress. Coordinated efforts with Office of Management and Budget (OMB) and the Congressional Research Office (CRO)
- FEMA – American Business Sector Advisor to Director James Lee Witt (1998 – 2001)
- U.S Government - Natural Hazard Reduction Plan: Co-author (1993)
- DRII – Disaster Recovery Institute International and certification board – (Chair 2006-2007)
- National Academy of Sciences, National Research Council - Project Co-author – CBRN committee member (2016-2019)
- Mayors advisory committee on faith community security – City of Los Angeles 2018
- Woolsey Fire Study (2019) – Study Chairman (LAEFP, CSULB, UCLA, Univ of Colorado)
- LAPD Strategic Planning Group – Executive Committee Strategist (2019 - current)
- U.S. State Department and U.S. Department of Defense - International ASEAN CBRN Project Team - Session Leader, Coordinator, and Negotiator - Japan, Philippines (2016 – current)

*Notable achievements include:*

- Founder and manager of “The IBM Crisis Response Team” (CRT) – a unique team of international specialists responding to catastrophic events impacting IBM facilities, commercial clients, and governments. These events included: floods, earthquakes, hurricanes, tornadoes, volcanic eruptions, tsunamis, fires, wars, civil unrest, and acts of terrorism. Brent and his team successfully reduced the impact of crisis events and lowered IBM recovery costs by up to 2/3 per incident resulting in a shift of IBM’s captive insurance company practices in mitigation. Brent held regional, national and international management positions with revenue and operational responsibility for the departments and units he managed. Brent developed numerous service offerings and policies that were implemented on an enterprise wide basis. Brent worked in collaboration with IBM divisions and corporate executives in addressing the best interests of IBM, its clients and the communities where business was conducted worldwide.
- In 1993 Brent was appointed by FEMA Director, James Lee Witt, to serve on a 12-person committee charged with drafting the U.S. government guiding principles for natural hazard impact reduction. The committee also had the responsibility to evaluate

and recommend specific projects for Congressional mitigation funding. Director Witt asked Brent to represent the interests of U.S. based business in both domestic and international meetings and projects including collaboration and shared resource discussions with Canada, Australia and New Zealand.

- Brent is the founder of the Sahana Software Foundation in the United States. Sahana is one of the most successful non-profit open source international crisis management systems and has been deployed in over 27 countries along with the UN World Food Program and International Red Cross. Sahana is the recipient of multiple open source awards for excellence. ([www.sahanafoundation.org](http://www.sahanafoundation.org))
- In 2005 Brent was selected to lead an independent team of academic and subject matter experts in conducting the US Congressional sanctioned and funded study to assess the benefits of government investment in pre-disaster mitigation. Brent led a team of over 100 specialists working in cooperation with FEMA, the Office of Management and Budget (OMB) and the Congressional Research Office (CRO). In testimony before Congress, Brent highlighted the 4:1 benefit / cost ratio of mitigation investment. The study became the international benchmark for mitigation investment and has been used by multiple governments and businesses to justify investment in pre-disaster mitigation. In 2017 Brent worked with Dr. Lucy Jones (Seismologist) on updating the earthquake mitigation benefit portion of the report. The updated report raised the benefit / cost ratio to 6:1. The benefit for business investment in mitigation averages 10:1.
- In response to 9-11, Brent led a 60-person team operating inside the NYC Pier 92 emergency operations center. Brent and his team managed the implementation of mobile communication systems (blackberry devices deployed to law enforcement, first responders, local government and all members of congress) including secure email. Logistical resource management systems, fatality tracking (DMORT) and family assistance center applications were also provided by Brent's team. Brent wrote the initial \$500M funding request for NYC reimbursement under the Stafford Act. He also worked with NYC department heads to re-write the continuity of operations plans for all major New York City departments. In addition, Brent and his team managed the Bank of NY insurance claim and successfully obtained an \$800M restitution payment.
- In 2008 Brent established the Los Angeles Emergency Preparedness Foundation (LAEPF) in support of community stakeholders throughout the Los Angeles region. Brent designed and implemented the Business Operations Center (BOC) and co-authored the operational guide along with designing the BOC "task tracker" support systems. LAEPF focused on building collaborative public/private partnerships conducting sector specific meetings on a quarterly basis. LAEPF participated in all Emergency Operations Center exercises and received outstanding marks for innovation, communication and leadership. In support of major fires in the LA region, LAEPF provided food, medical supplies, hygiene kits and support services for LA City Fire Department. Under LAEPF's memorandum of agreement with the FBI, LAEPF responded on-site the San Bernardino shooting and Aliso Viejo bombing events providing food, support and data management services. LAEPF received formal recognition from the FBI and Brent was recognized with their "Above and Beyond" award for his leadership.
- In September 2012, LAEPF was selected by FEMA, to lead the 2012 FEMA Community Resilience Innovation Challenge program – funded by the Rockefeller Foundation. Brent led this effort working with FEMA and the Rockefeller Foundation to identify, select and fund 30 community resilience projects across the United States. Brent and his team



interfaced with the FEMA Administrator along with members of Congress and the Rockefeller Foundation in the design, selection and implementation of the program. Over 2,000 applications across all 50 states and US territories were received in 30 days (a record for FEMA). The program was very successful and acted as an important precursor to the Rockefeller 100 Resilient Cities \$100M program.

- As a National Academy of Sciences committee member, Brent was asked by the National Academy, the US State Department, and the Department of Defense to act as a session leader and coordinator working with Association of Southeast Asian Nations (ASEAN) member states on CBRN (chemical, biological, radiological, nuclear) exercise and collaborative workshop events. Brent supported the design and implementation of international large-scale event CBRN crisis exercises with the Government of Japan (Tokyo- CBRN Exercise), and a second event hosted by the Government of Philippines (Manila - International ASEAN conference). In Manila, Brent conducted a half-day session with senior military leaders from Iraq discussing the use and impact of chemical weapons. Brent has been asked by the US State Department to lead a future collaborative multi-country exercise and workshop event in Malaysia.
- Brent is a regularly featured speaker on radio and television broadcasts along with industry conferences, government seminars, and senior executive / board meetings. Brent has written multiple articles on disaster management and has been a guest lecturer at colleges and universities including Caltech, MIT, Stanford, Wharton School of Business, US Naval Postgraduate Academy, University of Pennsylvania, USC, UCLA, Harvard and Yale Law Schools. Brent has also worked for many years in cooperation with international UN relief agencies and NGO's including: WHO, WFP, OCHA, World Bank, UNHCR, World Vision, International Red Cross, and USAID.

#### International Recognition:

- 2001 – Brent was named by Contingency Planning & Management magazine to their “Hall of Fame” for his distinguished industry leadership, dedication, and international humanitarian efforts. Brent was recognized for “reducing the impact of global suffering whenever and wherever disaster strikes”.
- 2002 - Brent was awarded the Computerworld Magazine Honors “Laureate” for his role in responding to 9/11 providing emergency management support and guidance at the NY City Emergency Operations Center, Family Assistance Center and Ground Zero.
- 2003 – Brent was selected by the Department of Homeland Security to serve as Chairman of the American Lifeline Alliance (all major US utilities and lifelines). Brent chaired multiple meetings to foster critical facility resiliency and collaborative information sharing across critical lifeline utilities.
- 2005 – Brent and his Crisis Response Team were recipients of the government of Sri Lanka humanitarian award (presented by the President of Sri Lanka) for outstanding support in response to the Indian Ocean Tsunami disaster. Brent led a team of over 600 individuals managing relief efforts in 4 countries (Indonesia, India, Sri Lanka, Thailand).
- 2006 – Brent receives the PPBI (public private businesses inc.) achievement award for his leadership in responding to international disasters.
- 2009 – Brent receives the State of California Legislature Assembly “Certificate of Recognition” for the work performed by the Los Angeles Emergency Preparedness Foundation.
- 2014 – Brent receives BICEPP “2014 Award of Excellence” for the concept and development of community incident management system software.



- 2016 – Brent receives the “Above and Beyond” award from FBI InfraGard for supporting the FBI and leading the LAEPF response to the December 2, 2015 San Bernardino Shooting event.
- 2017 – Brent receives the Industry Leadership Award from BICEPP for his outstanding contributions and leadership in emergency management.
- 2018 – Brent receives FBI Directors Award for LAEPF response to Aliso Viejo Bombing
- 2018 – Brent receives International “Lion of Babylon” award from the Government of Iraq for his leadership during the 2018 ASEAN Regional Forum in Philippines.

Publications (partial list)

- “Building Community Disaster Resilience Through Private-Public Collaboration”: February 2011 – National Academy of Sciences – Brent Woodworth - coauthor
- “Anticipate, Respond, Recover “– February 2011 – Brent Woodworth contributing author
- “Emergency Management & Tactical Response Operations” – Intro by Brent Woodworth: June 2008
- “Sahana, from Dream to Reality”: April, 2007 – whitepaper – Brent Woodworth
- “Natural Hazard Mitigation Saves” – US Congressional Mandated Study to Assess the Future Savings from Mitigation: December 2005 – Brent Woodworth - Committee Chairman
- “Pakistan Earthquake – Report to the Prime Minister”: October 2005 – published on Government of Pakistan national web site - Brent Woodworth
- “Global Diplomacy and International Relief Partnerships”: September 2005 – whitepaper – Brent Woodworth
- “Tsunami – a description of the Crisis Response Team relief efforts immediately following the Indian Ocean Tsunami”: June 2005 – whitepaper – Brent Woodworth
- “The Importance of Information Technology and Telecommunications support in Crisis Management”: May, 2005 – whitepaper – Brent Woodworth
- “Top 10 Disaster Preparedness Tips”: Computerworld- October, 2004 – Brent Woodworth
- “Civilian Handbook of Survival Techniques” June 2000 – Brent Woodworth, co-author
- “The Dynamics of Risk”, 2019 Dr Louise Comfort – Brent Woodworth, key subject matter contributor (Pakistan and Indian Ocean Tsunami)
- Multiple articles: Disaster Recovery Journal, NY Times, Miami Herald, USC Alumni Magazine, Computerworld, Continuity Insights
- Interviews: CNN, ABC, NBC, (national and local news channels)

Subject Matter Expert Testimony:

- “The Cost Effectiveness of Disaster Mitigation”: testimony given to The State of Florida Department of Financial Services & Insurance Commission - January 2006
- “Crisis Management Leadership”: testimony given to The State of California Little Hoover Commission – February, 2006
- “The Benefits of Investing in Pre-Disaster Mitigation” – testimony given to US Congressional subcommittee – April, 2008, US Capital

Education:

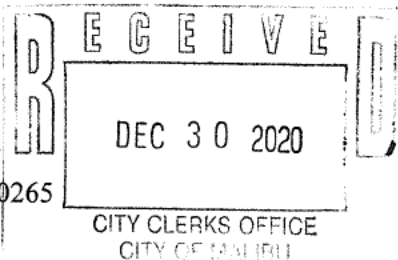
- University of Southern California (USC) Bachelor of Science (Major: Marketing, 1976)
- University of Southampton, UK (Archeology – undergraduate advanced studies)

- IBM Certified Professional – Services Professional Certification
- FEMA: ICS 100 through 700, SEMS, NIMS
- LAEMD: EOC Operations, EOC Management
- Red Cross: Shelter Management, Advanced Medical
- DRII: all certification level classes (Chairman of DRII 2006-2007)
- RIMS: Risk and Insurance Management
- National Academy of Sciences: Community Resilience, CBRN
- Naval Post Graduate School: Guest Instructor and Incident Management Classes
- Kennedy School (Harvard): Emergency Management Seminars
- CERT and Amateur Radio License



# City of Malibu

23825 Stuart Ranch Road Malibu, California 90265  
(310) 456-2489 fax (310) 456-2760



## City Commission / Committee Member Application

As a candidate for membership on a City Commission / Committee, please complete this application, profile and qualification form in order for the City Council to best consider your application for appointment. Please feel free to provide additional sheets or a resume, if desired. Completed applications are to be submitted to the City Clerk's Office, Malibu City Hall, 23825 Stuart Ranch Road, Malibu.

Name of Commission / Committee Applying for Public Works Commission

Applicant's Name Wade Major

Street Address & City [REDACTED]

Home Telephone [REDACTED]

Cell Telephone [REDACTED]

Work Telephone [REDACTED]

Email Address [REDACTED]

Profile Information: Please provide detailed information which demonstrates experience or background applicable to the Commission / Committee (including education and experience on study groups, task forces and committees, community / civic and business activities).

As a lifelong resident of Malibu, I have lived through every natural disaster and witnessed the community's responses to every municipal challenge for a solid half century. I've seen what works and what doesn't, what we're able to do well and what we are not, what the citizens of Malibu will and will not support, and most importantly — what people need and don't need. More specifically, as a resident of the Big Rock Mesa, I have been party to every phase of the nearly forty-year landslide mitigation drama that began first with Los Angeles County, then continuing with Malibu city staff after incorporation. I have nearly four decades of experience with the nuances and challenges of assessment districts, their practical function and their real world impact on the lives of citizens who live within them. Additionally, I have previously served as secretary for the Malibu Arts Foundation and presently serve on the Webster Elementary School Site Council where my daughter is in Second Grade. That service, and my years as a resident, have furnished me invaluable insight into the community generally and helped forge many strong relationships with residents, businesses and other stake-holders in the future of Malibu. I believe I bring a strong set of tools to helping make public works more responsive to the needs and wants of this remarkable and unique community.

Qualifications: Please provide detailed information which demonstrates professional skills and talents applicable to this Commission / Committee.

I would submit that the most crucial qualification for anything related to service in Malibu, but especially Public Works, is simply having lived here and experienced the challenges firsthand. Having worked in and chaired committees professionally in a variety of circumstances — most notably as a member of the Los Angeles Film Critics Association — I know what goes into running a team, building consensus and then executing. As a lifelong resident of this city and a survivor of numerous disasters, emergencies and wildfires I'm keenly aware of how fragile our public works can be and how dependent we are upon relationships with public agencies, other municipalities and the vagaries of nature.

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Role and Issues of Commission / Committee: Please provide detailed information which demonstrates your opinion as to the role of a City Commissioner / Committee Member and issues you feel need to be addressed by Malibu which relate to this Commission / Committee.

It is my understanding that the Public Works Commission serves as the City Council's advisory liaison on all matters related to utilities, public transportation, traffic management and whatever mitigation and abatement is necessary when dealing with both expected and unexpected natural events (floods, fires, winds, storms etc.). The fact that Malibu is wedged between parkland on all sides, is routinely subject to all manner of natural events and must continually work with other cities and public agencies for optimum maintenance of its capital projects makes it a unique challenge relative to other municipalities. Since 1993, virtually every inch of Malibu has burned, most of it in only two major wildfires — the Eastern half in 1993 and the Western half in the recent Woolsey Fire. Both fires disrupted our public works and utilities for extensive periods of time. Fires and their associated disruptions — and to a lesser degree the disruptions associated with wind events, winter storms and landslides (which may also be precipitated by fires) — leave our community extremely vulnerable to diminished quality of life, services and potentially devastating loss of life, property and natural resources. I believe it an urgent matter to address these vulnerabilities and work with public utility companies as well as other public stake-holders (state, county, adjacent cities) to strategically strengthen our entire region so that we never repeat the mistakes of the past, insuring that future generations will be spared the ordeal suffered by so many in our community.



Signature of Applicant

December 26, 2020

Date