

Application to Serve on the County of San Diego Independent Redistricting Commission

This is your application to serve as a Commissioner on the County of San Diego's 2020-2021 Independent Redistricting Commission.

Read the tips below to
make sure your
application is complete.

Sheryl

First Name

Brown

Last Name

Make sure you have all the pages.

There are nine (9) total pages that make up this application, including this page. The pages are numbered in the bottom right corners.

Initial the top right corner of pages 2-9 in the "Initial Here" box. This will make sure your application stays together.

Print clearly and legibly or type your application. Doing so will speed up processing time. Unclear handwriting may cause delays.


Don't know if you're eligible to serve on the County's Redistricting Commission? Among other requirements, you must be a registered voter in San Diego County to serve on the Commission. See page 3 for more details.

Questions? Learn more at www.sandiegocounty.gov/redistricting or redistricting@sdcounty.ca.gov.

This application must be received no later than Friday, July 31, 2020, at 5 p.m. See page 9 for submittal instructions.



INITIAL
HERE: →



Application Timeline

- July 31, 2020** Applications must be received by the San Diego County Clerk of the Board of Supervisors no later than 5 p.m.
- August 26, 2020** From the pool of qualified applicants, the Clerk of the Board of Supervisors will post the names of the 60 most qualified applicants. The names will be posted online for at least 30 days.
- October 13, 2020** The Clerk of the Board of Supervisors will conduct a random drawing of the qualified applicants at the Board of Supervisors meeting to select eight Commissioners.
- October 22 and November 5, 2020** The selected eight Commissioners will meet to choose the remaining six Commissioners from the remaining pool of qualified applicants.

Important Things to Know

- The questions in this application ensure you are eligible to serve on the Commission.
- Answer the questions to the best of your ability.

A. Tell us About Yourself

First Name: Sheryl Last Name: Brown

Address (where you are registered to vote)

Street Address: [REDACTED]

City: [REDACTED]

State: [REDACTED] Zip Code: [REDACTED]

Mailing Address (if different than the address listed above)

Street Address: _____

City: _____

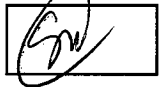
State: _____ Zip Code: _____

Contact Information

Phone 1: [REDACTED] Type: cell

Phone 2: _____ Type: _____

E-mail: [REDACTED]

INITIAL
HERE: 

B. How This Application Will Be Used

- I understand the contents of this application may be made available to the public. **Yes, I understand**
- I understand that while this application is a public document, my personal e-mail address, street address, and phone number(s) will be kept confidential to the extent authorized by law. **Yes, I understand**

C. Questions to Determine Eligibility

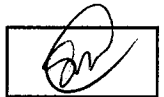
Government Code section 21550 sets forth certain qualifications to serve on this Commission. Please check the appropriate box for each question. Applicants may be asked to verify and update information at various points in the process.

- 1. Are you a resident of the County of San Diego? **Yes** **No**
- 2. Which supervisorial district do you live in?
If you're not sure, visit www.sandiegocounty.gov, click on "Find My District" under the Board of Supervisors, and enter your address in the top right of the web page. **1**
 2
 3
 4
 5
- 3. Which political party are you currently registered?
 Democratic **Republican** **American Independent** **Green** **Libertarian**
 Peace and Freedom **Other: _____**
 I am not registered with a political party (non-partisan)
- 4. Have you been continuously registered to vote in the County of San Diego with the same political party preference or with no political party preference and have not changed your political party preference for at least five years?
If you're not sure, you can check your voter registration at www.sdvote.com. **Yes** **No**
- 5. Have you voted in at least one of the last three statewide elections immediately preceding your application to be a member of the Commission? **Yes** **No**

Explanatory Notes: If necessary, you may further explain answers to the questions above.

Application to Serve on the
County of San Diego Independent Redistricting Commission

INITIAL
HERE: →



6. Within the 10 years immediately preceding the date of this application to the Commission, have either you, or an immediate family member, done any of the following? For purposes of these questions, immediate family members means a spouse, child, in-law, parent, or sibling.
You are not eligible to serve on the Commission if you answer "Yes" to any of the following:

- a. Been appointed to, elected to, or have been a candidate for office at the local, state, or federal level representing the County of San Diego, including as a member of the Board of Supervisors. Yes No

- b. Served as an employee of, or paid consultant for, an elected representative at the local, state, or federal level representing the County of San Diego. Yes No

- c. Served as an employee of, or paid consultant for, a candidate for office at the local, state, or federal level representing the County of San Diego. Yes No

- d. Served as an officer, employee, or paid consultant of a political party or as an appointed member of a political party central committee. Yes No

- e. Been a registered federal, state, or local lobbyist Yes No

Explanatory Notes: If necessary, you may further explain answers to the questions above.



D. Experience Qualifications

State law requires candidates demonstrate experience in areas related to redistricting. Please provide responses to the following questions.

1. **What experience do you possess that demonstrates analytical skills relevant to the redistricting process and voting rights, and demonstrates your ability to comprehend and apply the applicable state and federal legal requirements?**

I ran a nonprofit 501(c)3 organization which led the 2-year effort to stop licensure of fitness professionals in the state of California. We did this through the development of a nationwide certification examination that would establish the first professional standards for fitness instructors. Prior to that, no standards existed and the industry was unregulated. Faced with the option of state licensing vs. self-regulation, the industry preferred self-regulation.

Anyone who has developed a standardized, legally-defensible certification examination understands the complexity of the process. I brought stakeholders together – academia, fitness centers, equipment manufacturers, training organizations, fitness professionals and celebrities, etc. – to provide input on the process and content of the national standard. It was at a time the industry was divided and polarized by competitive groups. Each group was rightfully concerned about the impact of any change to their business. Because both businesses and individuals stood to benefit from the output of the work, the task required diplomacy and a fair process for gathering input.

A psychometric testing service was brought in to help define the process and further ensure our product would be a valid, reliable and legally defensible certification examination. Psychometricians guided the process ensuring the diversity/composition of industry experts chosen to attend our exam writing meetings. The work product of the group was further sent out for validation in controlled surveys that ensured diversity and representation by all parties.

After launching the certification, there was continuous statistical monitoring of the exams, and psychometric and legal protocols were observed regarding exam administration and exam maintenance. Our thorough, transparent and fair exam development process produced a certification that was well received by the industry and became a standard in 70 countries. We never had a legal challenge to the work in the 15 years I ran the company.

Over the years, multiple quality exams have emerged and today the fitness industry is still self-regulated.

You are encouraged to limit your response to one page, however if more space is needed, you may attach an additional page.



2. What experience do you possess that demonstrates an ability to be impartial?

For me, being impartial means having the ability to separate myself from my beliefs, opinions and personal interests so that I can fully listen to and evaluate another perspective.

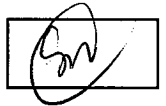
In my work developing a legally-defensible, certification examination I demonstrated my commitment to being impartial by bringing together diverse groups of professionals and stakeholders and establishing a process for equal representation. Because of their diversity, they often came to the table with strong opinions and it was not uncommon for the group to get into heated debates. Facilitated by trained psychometricians, the best part was that we learned to listen and more often than not, we all broadened our perspective and were more unified than before we began. In fact, the strong bond and friendships that developed remain some of the best in my life.

In my management of a nonprofit business I organized annual strategic planning meetings. Even though I played a leadership role, I saw it as critically important for me to step aside and provide avenues for my board, staff and committees to have input. I utilized an outside consulting group, to help design and facilitate processes that included collection of internal and external factors and data that were affecting our business and meetings to allow input and debate from my board, staff and committees. While you cannot please everyone, it is possible to provide an opportunity for people to express themselves and look for ways their thoughts and ideas can be incorporated into a bigger picture. Being inclusive, listening to people and letting them be heard builds a stronger team, develops a better product/service, and just as important - a unified voice at the end. The result was a strategic planning document that guided our budget development and business operations for the next year.

Another demonstration of my commitment to being impartial is my participation recently at a workshop by the nonprofit group, Braver Angels. Braver Angels was established to help bridge the divide in America by bringing opposing groups together to help people better understand the experiences and beliefs of those on the other side of the political divide and to help people find commonality and develop friendships.

For Californians to have faith in the work done by the Redistricting Commission, it is important for all those who participate to feel they have been heard. That won't happen if Commissioners can't put personal opinions aside and actively listening to the thoughts and perspective of the public and their fellow Commissioners.

You are encouraged to limit your response to one page, however if more space is needed, you may attach an additional page.



3. What experience do you possess that demonstrates an appreciation for the diverse demographics and geography of the County of San Diego?

I was raised from the time I was a toddler in San Diego and have resided and worked in what is currently the 5th Supervisorial District for the past 30+ years. I am very familiar with its geographical and demographical diversity and I've spent a lifetime demonstrating my belief in the value of diversification through decisions I have made about job choices, how I pursue business, what educational focus my children have, etc. I firmly believe we are stronger together.

Here are examples:

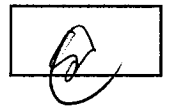
* After college, in response to legislation that ended forced busing, I chose to be one of the first teachers to teach new curriculum as part of San Diego's first magnet program encouraging voluntary integration at Lincoln High. (This was despite the fact I was physically attacked and knocked out when I had attended a high school basketball game at that same school 6 years earlier for no reason other than being at the wrong place at the wrong time.)

* I've made choices to pursue speaking Spanish because of the community I grew up in here in San Diego with our borders neighboring Mexico. In the 80's I ran a student store in Vermont for the School for International Training. It was there that I became somewhat fluent in Spanish (after years of Spanish in high school) since most of my customers were from Latin America and spoke little English. As a mother of two children, I enrolled my kids in the bilingual education track available to them to encourage a second language and to develop cross-cultural appreciation and friendships.

* I was one of the few women in a leadership role nationally in the fitness industry when I ran my company in the 80's and 90's. I experienced my share of challenges being a woman, so in my running of the nonprofit I ran for 15 years it was vitally important to me to employ people based on merit. I was proud to be a woman-run business that employed men and women, gay and straight, black and white, young and old, etc.

* In my 13 years of work in residential real estate in north county I became intimately aware of the diverse range of demographic, sociological and geographic conditions that people care about in selecting a home and community to live in and raise children. I worked with first-time home buyers, seniors downsizing, growing families, and handled tragic situations in the late 2000's handling short sales and foreclosures. I learned what people care about in selecting a place to live whether that be city growth plans, water issues, traffic, building ordinances, zoning, the quality of schools, coastal regulations, and the list goes on. Working intimately with families and helping them with one of the biggest financial investments they will likely make in their lives, gave me an understanding of the unique communities that make up San Diego, especially in North County where I focused. And helping people find that perfect place that met their needs was the most fulfilling part of the job.

You are encouraged to limit your response to one page, however if more space is needed, you may attach an additional page.



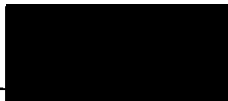
E. Demographic Information

Providing this information is optional. You may select "decline to state" for each answer. Elections Code section 21550(g)(2) requires six of the 14 appointees, in addition to meeting minimum requirements, be chosen in a way that ensures the Commission reflects the County's diversity, including racial, ethnic, geographic, and gender diversity. However, formulas or specific ratios shall not be applied for this purpose.

1. Please describe your ethnic origin. Mark one or more boxes.

- BLACK/AFRICAN AMERICAN: All persons having origins in any of the original Black racial groups of Africa.
- HISPANIC/LATINO: All persons of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish culture or origin, regardless of race.
- ASIAN: All persons having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER: All persons having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
- AMERICAN INDIAN/ALASKA NATIVE: All persons having origins in any of the original peoples of North and South America (including Central America), and who maintain cultural affiliation or community recognition.
- WHITE (not of Hispanic Origin): All persons having origins in any of the original peoples of Europe, North Africa, or the Middle East.
- Prefer to Self-Describe: _____
- Decline to state

2. What is your date of birth?



Decline to state

3. Select the gender you identify as:

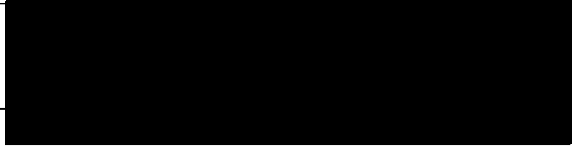
- Female
- Male
- Non-binary
- Decline to state

F. Signature

By signing below, I declare under penalty of perjury that the answers provided in this application are true to the best of my knowledge.

First Name: Sheryl

Last Name: Brown

Signature: 

Date: 07/04/2020

G. Submittal

Completed applications must be received by the Clerk of the Board of Supervisors no later than Friday, July 31, 2020 at 5 p.m. Double check your answers in the application; once submitted, applications cannot be amended. Remember that you must answer all questions on this application to be considered for the Commission. Incomplete applications will not be considered.

Option 1: Mail or drop off the signed paper copy of your completed application to:

County of San Diego
Clerk of the Board of Supervisors
Redistricting Commission
1600 Pacific Highway, Room 402
San Diego, CA 92101-2471
(619) 531-5434

Postmarks are not accepted. Applications must be received by the Clerk of the Board by the due date.

Option 2: E-mail your completed application.

Ensure the application is signed, then e-mail the application to:
redistricting@sdcounty.ca.gov.

Applications must be received by Friday, July 31, 2020, at 5:00 p.m.