

Print

Advisory Board & Committee Interest Form - Submission #21547

Date Submitted: 3/26/2023

Last Name*

Jafarmadar

First Name*

Tara

District # You Live In.*

1

Home Address*

1423 Van Buren St

City*

HOLLYWOOD

State*

FL

Zip Code*

33020

Home Phone

9548540326

Cell Phone

Email Address*

tara.jafarmadar@gmail.com

Owner or Renter *

Owner

Number of years as city resident*

27

Are you registered to vote in Broward County? *

Yes

Education (highest degree / level)

Masters Degree

Occupation*

CEO & Founder, Boabab ESG

Work Phone

954-854-0326

Business Name*

Baobab ESG

Business Address

City

State

Zip Code

Identify the board / committee(s) to which you request appointment (Please rank in order of preference)

Selection (1)*

Planning & Development Board

Selection (2)*

Sustainability Advisory Committee

Selection (3)*

None

Selection (4)*

None

Affordable Housing Advisory Committee - Questions*

Please answer these five questions above. 1. In your opinion what is the greatest challenge to keeping housing affordable in Hollywood? 2. Which of the following disciplines are you most skilled? • Home Purchase Education, • Housing Market Employment, • Housing Market Stability, • Affordable Housing Construction, * Affordable Housing Activism. 3. Which of the following disciplines are you most passionate? • Ownership Housing Affordability, • Rental Housing Affordability, • Housing Market Stability, • New Housing Construction, * Fair Housing. 4. What (if any) life experience motivated you toward volunteerism? 5. What role does housing diversity play in Hollywood's economic health?

African American Advisory Council - Questions*

Please answer these five questions above. 1. What is the greatest challenge facing the African American Community in Hollywood? 2. How many hours per month can you dedicate to AAAC initiatives? 3. Which of the following disciplines are you most skilled? * Education, * Employment, * Economics, * Cultural Awareness, * Housing. 4. Which of the following disciplines are you most passionate? * Education, * Employment, * Economics, * Cultural Awareness, * Housing. 5. What (if any) life experience motivated you toward volunteerism?

Artwork Selection Committee - Questions*

Please answer these five questions above. 1. What are your primary interest in City Government and City Services? 2. Why do you want to join the Artwork Selection Committee? 3. What other relevant organizations, clubs, or associations were you previously, and/or currently are involved in? 4. Are you available to attend regular committee board meetings scheduled for the Second Monday each month at 5:30pm? 5. What is your one area of highest interest related to the Arts within the City of Hollywood?

Civil Service Board - Questions*

Please answer these five questions above. 1. Describe your involvement with establishing, reviewing and interpreting policies and procedures? 2. Describe your involvement in employment practices including interviewing, testing, hiring, selection and promotion, demotions, transfers, etc. 3. Describe your knowledge of Civil Service and its purpose. 4. Why do you want to serve on this Civil Service Board? 5. Are you a continuous resident of and continuous registered elector in the City of Hollywood?

Community Development Advisory Board - Questions*

Please answer these five questions above. 1. Do you reside in a low and moderate income (LMI) neighborhood in Hollywood per the most recent US Census data? A Hollywood LMI Map is located at www.hollywoodfl.org on the Community and Economic Development webpage. 2. What Community Development issues do you believe are the most important to Hollywood? 3. What is your definition of a healthy neighborhood? 4. What do you believe is the vision and primary work of the Community Development Advisory Board? 5. What do you believe uniquely qualifies you to serve on the Community Development Advisory Board?

Education Advisory Committee - Questions*

Please answer these five questions above. 1. What are the current challenges facing education? 2. What is your vision for education in Hollywood? 3. What do you see as the primary work of the Education Advisory Committee? 4. With only one meeting a month, the Committee is limited in what it can do. How does/should the Committee decide what's most important? 5. How can the Committee know if its mission and goals are being accomplished?

Employees' Retirement Plan - Questions*

Please answer these five questions above. 1. Are you familiar with the State's Sunshine Laws (Chapter 119 of the Florida Statutes)? 2. Are you available to attend in person regular monthly Board meeting (typically held the 4th Tuesday of each month)? 3. What knowledge, skills and/or abilities will you bring to the Employees' Retirement Plan? 4. What do you believe are the responsibilities of a trustee on a municipal retirement plan board? 5. Are you familiar with municipal defined benefit retirement plans and/or have previous experience serving on a municipal retirement plan board?

Firefighters' Pension Board - Questions*

Please answer these five questions above. 1. What knowledge, skills and abilities would you bring to the meetings? 2. What experience do you have with firefighter pensions? 3 What is your financial background? 4. How many years have you lived in Hollywood? 5 How familiar are you with local retirement systems?

General Obligation Bond Oversight Advisory Committee - Questions*

Please answer these four questions above. Why do you want to join the GO Bond Oversight Advisory Committee? 2. Explain how your personal and/or professional experiences will contribute to the meeting the goal(s) of the Board or City. 3. Which Bond interests you the most? Public Safety? Parks/Golf/Open Space or Neighborhoods & Resiliency? 4. What is your perspective on city quality of life, healthy neighborhoods, economic development & a strong tax base?

Historic Preservation Board - Questions*

Please answer these five questions above. 1. How have you prepared yourself to serve on the Historic Preservation Board? 2. Explain how your personal and/or professional experiences will contribute to the meeting the goal(s) of the Board or City. * Personal experiences, * Professional experiences. 3. What is your perspective on balancing growth of the City's tax base, within the Historic Districts, while maintaining neighborhood stabilization? 4. How would you balance historic architecture with modern architectural styles? 5. What do you like about the City's different Historic Districts?

Hollywood Centennial Celebration Committee*

Please answer these five questions above. 1. What is your primary interest in serving on the Committee? 2. What is your financial/accounting background? 3. What knowledge, skills and abilities would you bring to the meetings? 4. What other organizations and/or associations were you previously, and/or currently involved with? 5. Are you available to attend regular committee meetings? (dates to be determined by all members)

Hollywood Housing Authority - Questions*

Please answer these five questions above. 1. In your opinion what is the greatest challenge to keeping housing affordable in Hollywood? 2. Which of the following disciplines are you most skilled? * Property Management, * Affordable Housing Administration, * Housing Market Stability, * Affordable Housing Construction, * Affordable Housing Activism. 3. Which of the following disciplines are you most passionate? * Property Management, * Rental Housing Affordability, * Housing Market Stability, * New Housing Construction, * Fair Housing. 4. What (if any) life experience motivated you toward volunteerism? 5. What role does housing diversity play in Hollywood's economic health?

Marine Advisory Board - Questions*

Please answer these five questions above. 1. What is your involvement with the City of Hollywood's Waterways? 2. What will guide your decisions on this board? 3. Are you able to dedicate 2-3 hours a month to attend the meetings? Attendance is paramount to this Board being able to get things done. 4. Are you currently or have you been a boater, marine industry professional or involved in any other marine related industry? 5. What is your vision for the city of Hollywood's Waterway system?

Parks, Recreation & Cultural Arts Advisory Board - Questions*

Please answer these six questions above. 1. How many events have you attended in the past year at any of the parks and athletics facilities in the City? 2. How many City-sponsored special events have you attended for the past year? 3. Are you available to attend regular Board meetings? Regular meetings are on the 1st Thursday of the month for 8 months per calendar year. 4. What is your one area of highest interest related to the parks, recreation and cultural arts for the City? 5. What other relevant organizations, clubs, or associations were you previously, and/or currently are involved in? 6. How does parks, recreation and cultural arts contribute to quality of life?

Planning & Development Board - Questions*

1. I have prepared for this board by going through an in-depth review of the zoning and land development code, reading meeting minutes and annual reports and attending CRA meetings. I have also reviewed the City's master plan and comprehensive plan.
2. My experiences align closely with the goals of the Board and the City, particularly in the area of sustainable development. Growing up in Hollywood and working as a civil engineer for the FDOT District 4 office, I gained a deep understanding of the unique challenges facing our community and the importance of collaborating with local municipalities, non-profits, local citizens, businesses and other stakeholders to plan for economic opportunity and climate adaptation and resilience. My Master's in Engineering for Sustainable Development at the University of Cambridge and subsequent roles working at Google in Mountain View, CA further honed my expertise in real estate and infrastructure development, where I had the opportunity to lead city-scale build-outs of high-speed internet infrastructure and explore new models for public-private partnerships to support sustainable development. More recently, I founded an ESG software and consultancy company that helps REITs track and manage their sustainability goals.
3. This balance requires a thoughtful approach that takes into account the complex needs and interests of different stakeholders, including residents, businesses, and city officials. By promoting sustainable and inclusive growth, and by working collaboratively with the community, cities can achieve both economic vitality and neighborhood stability over the long term.
4. Hudson Village on 901 S Federal Hwy because of beauty, density, affordable housing and community-centric amenities.
5. This is a long-term strategic document that guides the growth and development of a city over 20-30 years. The plan includes strategies related to land use, transportation, housing, economic development, sustainability, etc.

Please answer these five questions above. 1. How have you prepared yourself to serve on the Planning and Development Board? 2. Explain how your personal and/or professional experiences will contribute to the meeting the goal(s) of the Board or City. * Personal experiences, * Professional experiences. 3. What is your perspective on balancing growth of the City's tax base while maintaining neighborhood stabilization? 4. What recent developments within the City are most proud of? 5. What is a Comprehensive Plan?

Police Officer's Pension Board - Questions*

Please answer these five questions above. 1. What is a fiduciary? And what is your responsibility to the police pension plan as a fiduciary? 2. What is the Sunshine Law? 3. What is Asset Allocation & Diversification? 4. Explain the history of Chapter 99-1 and Chapter 185? 5. Define the role of the Actuary and the Auditor?

Sustainability Advisory Committee - Questions*

1. I grew up in the City of Hollywood and remember back in the 90s going to City Hall with my father during "Take Your Child to Work Day" to meet my commissioners. I was in elementary school at the time, but already concerned about the depletion of the ozone layer. I remember asking my commissioner about what they were doing about this issue. It was such an impressionable memory that I often go back to because it taught me the importance of civic engagement (no matter what age) and civic leadership. Fast forward 25+ years later, after living in multiple countries and cities across the globe, the pandemic brought me back to Hollywood, the City that helped cultivate my passion for sustainability and propelled my career in this space. It would be an honor to contribute my skills, and knowledge and work with other like-minded leaders to support a more sustainable and equitable future for our community.
2. I have attended one meeting since I moved back to Hollywood, FL.
- 3.I have 12+ years of experience working in the sustainability field, with a focus in sustainable development, green building, and ESG. I am a licensed Professional Engineer (PE), a LEED AP, and hold a Master's Degree in Engineering for Sustainable Development. Two years ago, I started Baobab, a software and consultancy company that helps businesses develop, manage and report their ESG strategies. Prior to Baobab, I worked at Google, where I led innovative sustainable infrastructure pilots. My work there focused on biodiversity, circularity, and water resiliency.
4. Opportunity Miami ClimateTech, Women in CleanTech & Sustainability, OnDeck ClimateTech, StartingBloc Fellow
5. Yes
6. 1) Helping the City, businesses & residents tap into tax incentives and grants related to the Inflation Reduction Act. 2) Supporting and cultivating the climate economy in Hollywood.

Please answer these five questions above. 1. Why do you want to join the committee? 2. Have you attended any committee meetings? If so, how many? 3. What knowledge, skills, and abilities would you bring to the committee if appointed? 4. What other organizations, clubs, or associations are you involved in? 5. Are you available to attend regular committee and subcommittee meetings? Regular meetings are held monthly with subcommittee meetings held as needed. 6. What types of projects would you like to see the committee work on?

Young Circle ArtsPark Advisory Board - Questions*

Please answer these five questions above. 1. What are your primary interest in City Government and City Services? 2. How many ArtsPark events have you attended within the past year? 3. What other relevant organizations, clubs, or associations were you previously, and/or currently are involved in? 4. Are you available to attend regular committee board meetings scheduled for the Second Tuesday each month at 5:30 pm? 5. What is your one area of highest interest related to the ArtsPark at Young Circle?

Are you interested in serving on more than one board/committee?*	If so, how many?*	Applicant must attend at least one board/committee meeting prior to consideration of application for every board applied. Please list board/committee meetings you attended in the last year?*
No	1	

Are you currently on a County or City Board?*

No

If yes, please describe

If you are applying for a board / committee, which has specific requirements / categories, please detail how your background and/or experience meets the required criteria.*

I would like to apply as a Professional Member for the Planning & Development Board and my background as a licensed civil engineer, LEED AP and real estate development professional support that position.

Please describe your professional and/or volunteer experience or background, which best qualifies you for selection to the board / committee.*

I have 12+ years of experience in the sustainability field, with a focus in green building design and ESG reporting. I am a licensed Professional Engineer (PE), a LEED AP, PMP ,and hold a Masters in Engineering for Sustainable Development.

Are you presently employed by the City of Hollywood?*

No

If so, in what capacity?*

n/a

Attach Resume (only .doc and .pdf files)*

Jafarmadar_CV.pdf

TARA JAFARMADAR, PE, PMP, LEED AP BD+C

Address: 1423 Van Buren St. Hollywood, FL 33020 Phone: 954-854-0326 Email: tara.jafarmadar@gmail.com

EDUCATION

University of Cambridge, Cambridge, United Kingdom
MPhil in Engineering for Sustainable Development
Graduation Date: October 2014

Florida International University, Miami, FL
B.S. in Civil Engineering (Magna Cum Laude)
Graduation Date: May 2011

EXPERIENCE

Baobab, Founder, May 2021- Present

- Building a web application that acts as a system of record for a company's ESG activity
- Consulting businesses on understanding ESG topics that are most material to their business and supporting them in integrating ESG into their corporate strategy
- Supporting affordable housing developers in defining their ESG strategy and reporting using GRESB benchmarks
- Designed and piloted an ESG data management prototype that aligns with GRI, SASB, and the GHG Protocol while providing a business-centric lens on impact

Susty, Co-Founder, April 2020 - April 2021

- Led the development of a marketplace of vetted sustainable brands to help conscious consumers make value-aligned purchasing decisions. The site launched in September 2020 and had 1200+ monthly unique visitors with ~35% growth MoM
- Grew social media followership and newsletter subscriptions by 3-6% WoW
- Pivoted business to B2B in May 2021 after interviewing over 85 purpose-driven businesses and identifying a need for better impact data management

Google, Mountain View, CA, Real Estate Business Partner, January 2017- April 2020

- Development Executive for the Google Transportation & Infrastructure teams, leading innovative projects and pilots focused on sustainability and climate resiliency
- Worked with Google Senior Executives to guide and develop the global real estate strategy for Search & AI
- Led the development of a new tool that utilized qualitative and quantitative business intelligence to drive geography-specific headcount forecasts with 35% greater accuracy
- Advocated for \$16M in funding for development projects and acted as the client representative during the design and construction of these projects, finishing on time and within budget

Google Fiber, San Antonio, TX, Associate Deployment Manager, January 2015- December 2016

- Managed site selection, design, permitting, and construction for high-speed internet deployment in San Antonio, TX
- Managed make-ready engineering (MRE) and advised the development of policies to standardize the MRE process across markets
- Supported negotiations with utility companies in San Antonio and Oklahoma City to scale mass fiber deployment
- Collaborated with various markets on the development of a cost-savings tracker for San Antonio, saving our market over \$10M in construction costs
- Managed the submission of San Antonio's first ROW permit, which was approved in less than 30 days; a first for any fiber market
- Led the deployment of a project management software to aid in high-volume pole application submittals with utility

Florida Department of Transportation, Ft. Lauderdale, FL, Engineer, Oct 2011- Sept 2013

- Worked on transportation, drainage, and structural design projects and performed fieldwork on various infrastructure construction projects
- Chaired the Sustainability Committee and led the development of a climate change mitigation & adaptation plan for the district
- Collaborated with local governments, agencies, and non-profits on sustainability and resilience-building efforts
- Provided construction management support for the AIA reconstruction project, a roadway that had collapsed after Hurricane Sandy
- Worked as an interim supervisor within the roadway maintenance division, overseeing field inspectors, collaborating with local municipalities, and managing asset maintenance contracts

Moss Construction Management, Coral Gables, FL, Assistant Project Engineer, May 2010-June 2011

- Worked on the construction of a \$17 million, three-story grocery store project in the City of Coral Gables, Florida, which was completed early and under budget
- Collaborated with architects, engineers, sub-contractors, and the local building department to verify that construction was progressing smoothly and efficiently

Century Structures, Hollywood, FL, Drafter/Designer (Part-Time), May 2008-Sept 2011

- Designed and drafted the plans for eco-friendly residential projects in Hollywood, Florida
- Acted as onsite manager for construction projects
- Acted as LEED AP for a medical office project in Hollywood, Florida

Green Mall Movement Corp, Weston, FL, President, June 2008-May 2011

- Worked on the development of recycling programs in public areas across South Florida
- Initiated lobbying force to advocate for green building codes in the City of Hollywood, FL
- Aided in the creation of a beach-recycling program in the City of Hollywood, FL

AWARDS & FELLOWSHIPS

- OnDeck, ClimateTech Fellow
- Starting Block, Fellow
- One World CEO Network, Fellow
- Cambridge Green Impact Award
- Clinton Global Initiative University Delegate
- Australia National University, Asia Pacific Delegate
- South American Business Forum, Delegate
- American Architectural Foundation- National Merit

LEADERSHIP**Women in Cleantech & Sustainability, Career Development Committee, Co-leader, 2016-2021**

- Led annual mentorship program for female professionals interested in transitioning into the sustainability and cleantech industries
- Supported the organization of the annual conference in 2018 and 2019, gathering over 500 women for a series of TED Talk-style sessions in Sunnyvale, CA.

University of Cambridge, Green Impact, Auditor, Nov 2013-June 2014

- Worked with the University of Cambridge Sustainable Leadership Department on making their workspace more environmentally friendly
- Performed energy audits for university buildings
- Assisted Downing College with their energy efficiency goals on campus and organized sustainability events for students

USGBC South Florida, Emerging Professionals Committee, Co-Chair, Oct 2011-Aug 2013

- Organized and taught LEED Green Associate classes for young professionals
- Organized LEED building tours and networking opportunities
- Worked as regional director for USGBC students, providing assistance to university USGBC student groups

City of Hollywood Florida, Green Team Advisory Board, May 2011- Aug 2013

- Advised city legislators on methods to implement sustainable practices within the city in a quicker manner
- Worked on the development of recycling and PACE ordinances for the City of Hollywood
- Supported education and outreach projects for the city

SKILLS & CERTIFICATION

- PMP Certification
- Professional Engineer License- Texas
- LEED AP BD+C
- GRI, GRESB, GHG Protocol, and TCFD ESG reporting frameworks and standards
- Executive Certificate- Circular Economy
- Technical Degree in AutoCAD
- SmartSheet & Primavera
- Public Speaking
- Fluent in Persian
- Microsoft Office Suite
- Google Suite