

Climate Ready Technical	Application No: No: 20200127124818_9294
INTRODUCTORY LANGUAGE	
The SA Climate Ready Climate Action and Adaptation Plan (CAAP) is San Antonio's a roadmap to reduce carbon emissions, adapt to a changing climate, and ensure San Antonio remains a healthy, vibrant place for generations to come.	
The Technical and Community Advisory Committee will advise City staff and City Council on the implementation of the CAAP, and other associated long-term sustainability plans, such as the SA Tomorrow Sustainability Plan, while serving as a forum for the community to offer input on climate action and sustainability.	
As the CAAP is centered in equity and diversity, membership in advisory committees shall represent those that live and work within the City of San Antonio, inclusive of indigenous persons, communities of color, low-income residents, LGTBQIA+ persons, persons of varying ages, persons with different abilities, and other marginalized communities who hold diverse expertise, identities, and/or perspectives.	
The City of San Antonio, through the Office of Equity, has made a commitment to advancing diversity, equity and inclusion in local government in all of its Departments. Equity means that our policy-making, service delivery, and distribution of resources account for the different histories, challenges, and needs of the people we serve. The Office of Equity is a citywide office focused on advancing social equity within City Government, to help reduce and ultimately eliminate disparities experienced by our most marginalized San Antonio residents, and the Office of Sustainability will continue to collaborate with them on the CAAP.	
If you need assistance with completing this application, please contact the Office of Sustainability at 210.207.6103 or Sustainability@sanantonio.gov .	
PROFILE	
Prefix	Mrs.
Last Name	Harris
First Name	Ashley
Middle Name	
Suffix	

Preferred Name	
Title	Dir, Gov't Relations
Address Type?	Business
Address	[REDACTED]
City	San Antonio
State	TX
Zip	78288
Phone Type?	Business
Phone number	[REDACTED]
Phone 2 Type?	
Phone 2 number	
eMail	
Employer	USAA
Job Title	Dir, Gov't Relations
Occupation	Government Relations
Board/Commission/Committee Name	Climate Ready Technical & Community Advisory Committee~~~13
DEMOGRAPHIC INFORMATION	
The City of San Antonio strives for boards and commissions to be representative of our diverse community. Providing the following demographic information is voluntary, and will only be used for statistical and reporting purposes.	
Race/Ethnicity (Please select all that apply):	White/Non-Hispanic
Gender:	Female
Age:	45 to 54
Do you identify as a sexual minority (such as lesbian, gay, bisexual, queer, etc.)?	
QUESTIONS	
Are you a City of San Antonio resident?	Yes
San Antonio Resident Length - Years	29
In which City Council District do you reside?	09
How many years have you lived in the City Council District where you reside?	11
Do you or any of your immediate family members or any businesses that you or they own currently have any direct or indirect financial interest in any contract(s) with the City, including subcontracts?	No

Will you or any of your immediate family members or any businesses that you or they own seek a contract(s) with the City in the foreseeable future?	No
Do you or any of your immediate family members or any businesses that you or they own have any financial interest, direct or indirect, in any sale to the City of any land, materials, supplies, or service?	No
Will you or any of your immediate family members of any businesses that you or they own seek or take part, either directly or indirectly, in any sale of land, materials, supplies, or service to the City in the foreseeable future?	No
Does your employer or an employer of your immediate family members have a contract with the City?	No
Do you or any of your family members currently serve or in the past year served as an administrative aide to a Councilmember?	No
Do you currently serve in any elected or appointed public government office?	No
Are you a member and/or officer and/or employee of any boards, commissions, corporations, non-profit entities, agencies, or other entities?	Yes
Give the title and dates of any position which you have held in such organization:	Board Member, San Antonio Chamber of Commerce (December 2019 to present)
Do you receive any compensation for service on this entity(ies)?	No
Do you intend to seek election or appointment to any public office or board or commission in the foreseeable future?	No
Have you ever been hired for a position with the City of San Antonio?	No
What expertise, and/or perspectives to you bring to the committee? Please select all areas that you believe you represent:	Business and Industry
Please provide a brief summary of your expertise and/or perspectives.	I have been a resident of San Antonio for more than 29 years. I am strongly committed to this community and its success. I bring more than 22 years of professional experience working for both large and small companies ranging in size from 2 employees, to my current employer, USAA, that has more than 75,000 total employees.
	Board Member, San Antonio Chamber

Please provide a description of your professional, educational and community/volunteer experience.	of Commerce Public Policy Council, San Antonio Chamber of Commerce Legislative Advisory Council, San Antonio Chamber of Commerce Government Relations Committee, San Antonio Hispanic Chamber of Commerce Class 39, Leadership San Antonio Steering Committee Class 43, Leadership San Antonio
Please share your interest and commitment to racial and economic justice and other social equity issues.	My personal passion is community engagement, and specifically getting folks engaged in the political process. At all my previous companies, I spearheaded voter engagement initiatives that were designed to get individuals who typically don't vote to the polls. Those efforts included issues awareness (but never advocating for or against an issue), voter registration drives, and election day voter turnout.
Please explain why you would like to serve on this committee.	Climate Change is one of the most important issues impacting our residents and businesses alike, both today and for generations to come. The implementation of the CAAP itself will play a critical role in how we move forward on this issue. I would like to serve in order to ensure CAAPs effectiveness and success within our community.
What potential barrier(s) may affect your participation in this committee?	
COMMITTEE MEMBER EXPECTATIONS	
Attend and actively participate in quarterly 2 hour-long meetings (Please note that Committee meetings will be televised and open to the public).	
Attend annual joint CAAP advisory committee retreat.	
Participate in CoSA Office of Equity facilitated training.	
Prepare for the quarterly meetings by reviewing the meeting agenda and completing pre-meeting homework.	
Alert City Staff of conflicts to participation.	
Assist with community and stakeholder engagement.	
Work towards successful outcomes.	
I have read and agree to adhere to the above-referenced expectations for committee member participation.	Acknowledged

SUPPORTING DOCUMENTATION	
Submit the following documentation needed to establish your eligibility. Be aware that the information you submit may be subject to verification during the application process. The information is also subject to the Texas Public Information Act and may be disclosed to the public unless otherwise protected by law. Attach scanned copies of your documentation using the Attachments panel at the bottom of this page.	
Copy of your current driver's license or other official documentation listing your Last Name, First Name, and Date of Birth.	
APPLICATION SIGN-OFF	
As a board, commission, or committee member, you will be asked to adhere to: Code of Ordinances, City of San Antonio, Part II, Chapter 2, Article IX, Sec.2-534. All board and commission members must file a Financial Disclosure Report with the Office of the City Clerk upon appointment, and annually thereafter, throughout the member's term. Failure to file a Financial Disclosure Report within the time required by the City's Ethics Code will be considered an automatic removal.	
I understand that if any member of the public makes a request for information included in this Application for Appointment, most of the information must be disclosed under the Public Information Act. I understand that the City of San Antonio will attempt to maintain the confidentiality of highly private matters by seeking an Attorney General's opinion in accordance with the Public Information Act. I understand that it may not be legally possible to maintain the confidentiality of such information, and I hereby release the City of San Antonio, and its agents, employees and officers, from any and all liability whatsoever if the information must be released pursuant to the Public Information Act or any other law requiring its release.	Acknowledged
OATH: I have read and understand the guidelines set out in this application. The foregoing statements are true, accurate, and complete. I agree that any misrepresentation or omission of facts may result in my disqualification for appointment.	Acknowledged
Enter Your Name	Ashley Harris
Date of submission.	1/27/2020
The Texas Public Information Act provides that each government official may choose whether to allow the public access to the information in the custody of the	

City that contains your home address, home telephone number, or reveals whether you have family members. Please note that this does not apply to business addresses, which are subject to public disclosure. If an open records request is filed requesting to view or obtain records that contain your personal information, the City will take steps to protect your personal information as authorized by the Texas Public Information Act, but only if you have elected to protect personal information.	
I want the public to have access to my Home Address.	No
I want the public to have access to my Home Telephone Number.	No
I want the public to have access to my Social Security Number.	No
I want the public to have access to my Emergency Contact Information.	No
I want the public to have access to my Family Information.	No
Please attach any additional information, such as a current resume, using the Attachments panel at the bottom of this page.	

ASHLEY M. HARRIS

EXPERIENCE

Director, Government Relations

USAA

November 2019 - Present

- Oversee city and county issues on behalf of USAA, including monitoring of issues that has the potential to impact USAA, our members, veterans and our employees.

Director, Industry and Government Relations

VISIT SAN ANTONIO (*formerly SA Convention and Visitors Bureau*)

January 2017 – November 2019

- Oversee city, county, state and federal issues, including monitoring of legislation that has the potential to impact Visit San Antonio, as well as partners and members. Develop all legislative agendas, approved by Board, and ensure senior leadership is kept up to date on all approved and relevant issues, as well as engagement activities. Represent Visit SA with respective political subdivisions and regulatory agencies, to include committee hearings, testimony opportunities and conferences, among others.
- For all legislative issues, develop comprehensive strategic action plans to ensure effective engagement and response, including development of partner and cross-industry coalitions, communication pieces, testimony, etc. As necessary, work with state and federal trade associations to synchronize engagement.
- *Highlighted Results: Spearheaded local response to successfully defeat SB 6 (bathroom bill) legislation during the 85th Session, and successfully blocked school start date challenges (highest legislative priority). During the 86th Session, successfully deterred efforts to divert State Tourism Office funding.*

Vice President, Marketing and Corporate Communications

September 2009 – January 2017

GENERATIONS FEDERAL CREDIT UNION

- *Government Relations:* Regularly met with (local, state and federal) legislators, regulators and their staff to foster outcomes favorable to the credit union and the industry. Represented Credit Union at all legislative and regulatory meetings, events and conferences. Managed all aspects of CU Political Action Committee activities, fundraisers and federal/state reporting. Organized all legislative and regulatory grassroots efforts and developed responses to calls for comments. Proactively monitored local, state and federal legislation and regulations that could potentially impact the industry and/or the credit union.
- *Executive Communications:* Managed all aspects of C-Suite and Board communications to both internal and external audiences, ensuring all strategies and tactics aligned with, and furthered enterprise-wide goals. Nurtured and developed community engagement and media opportunities for credit union leadership.
- *Corporate Communications:* Oversaw Corporate Communications Department, served as spokesperson for all media interviews, developed and oversaw all public relations campaigns and activities, crisis communication issues, and employee communications. Maintained effective relationships with members of local, regional and national media and continually sought out opportunities to position credit union as industry thought-leader.
- *Employee Engagement:* Developed and oversaw corporate volunteer program (GFCUcares) to include selecting and leading all volunteer initiatives. Managed all employee satisfaction surveys (Top Workplaces, etc.) and staff charitable campaigns, including United Way Campaign. Recommended and oversaw staff participation in community leadership/ development programs.
- *Marketing:* Responsible for creating innovative marketing and advertising strategies that built credit union's brand, leading to increased awareness and achievement of business objectives of growth, profitability and visibility. Oversaw all functions of marketing team, vendors and contractors.
- *Management:* Managed all aspects of departmental budgeting, strategic planning and goal setting for staff. Ensured all efforts effectively aligned with and supported enterprise-wide goals. Served as member of the Senior Executive Team, including annual strategic planning and vision alignment.
- *Highlighted Results:* Received state and national awards for advocacy efforts on S. 2231 (112th). Highest percentage of PAC staff participation of any CU in the state (Star Advocate PAC Award, 2010 – 2015). Work directly attributed to a 10% increase in CU brand recognition within four years. Secured more than 80 local, regional and national awards for CU.

Senior Public Relations Account Executive*July 2008 – September 2009***ROGER CHRISTIAN AND COMPANY***Clients Include: Burleson's Pure Honey, Air Force Arts and Crafts, Armed Forces Entertainment*

- Developed and executed client public relations and marketing campaigns. Wrote and edited a variety of public relations materials including newsletters, fact sheets, press releases and biographies for clients.
- Conceptualized and executed social media campaigns for clients, basing successful results on specific evaluation criteria that were developed to meet corporate goals.
- *Highlighted Results: Received recognition from Air Force Arts and Crafts for significant increase in subscribers to quarterly newsletter.*

Public Affairs Specialist II*August 2006 – July 2008***THE UNIVERSITY OF TEXAS AT SAN ANTONIO**

- Oversaw public relations efforts for College of Education and Human Development (COEHD), College of Liberal and Fine Arts (COLFA), UTSA Honors program and Reserve Officers Training Corp (ROTC). Connected local, regional, national and international media with UTSA professors and experts to advance university reputation as a premier public research institution.
- As requested, wrote and edited speeches for then-UTSA President Ricardo Romo, including graduation and civic organization speeches.
- *Highlighted Results: Managed media for Kinky Friedman For Governor College Kick-Off campaign that included more than 75 members of local, regional, national and international media.*

Public Relations Account Manager*October 2005 – August 2006***TAYLOR WEST ADVERTISING***Clients Include: Morton's The Steakhouse, Hotel Valencia, Bracewell and Giuliani*

- Managed public relations campaigns for a variety of clients, working directly with marketing and advertising departments to ensure uniformed messaging across all channels.
- *Highlighted Results: Received Del Oro award for Hotel Valencia PR efforts.*

Public Relations Account Executive*October 2000 - October 2005***NANCY SCOTT JONES PUBLIC RELATIONS***Clients Include: La Mansion del Rio Hotel/Las Canarias, Biga on The Banks, Palm Restaurant, Tom's Ribs, Dick's Last Resort, Victory Fellowship, TexSan Heart Hospital, Tootsie's, Matthews and Branscomb, P.C.*

- Planned, organized and executed comprehensive public relations and marketing campaigns for clients that range from small non-profit organizations to large healthcare corporations.
- Organized and executed various special events ranging from small private events to large galas, news conferences, client media interviews, ceremonies and other activities on behalf of clients.
- *Highlighted Results: Managed PR and Marketing for client budgets ranging from pro bono to \$1MM.*

EDUCATION AND COMMUNITY INVOLVEMENT

San Antonio Chamber of Commerce, Board of Directors

San Antonio Hispanic Chamber of Commerce, 2016 Women's Advocacy Award Recipient

San Antonio Chamber, Legislative Advisory Committee

San Antonio Chamber of Commerce, Public Policy Council

San Antonio Hispanic Chamber of Commerce, Government Affairs Committee

Leadership San Antonio, Class 39; Steering Committee Class 43

Bachelor of Arts-History

Bachelor of Arts-Criminal Justice (Pre-Law)

*The University of Texas at San Antonio**The University of Texas at San Antonio*

REFERENCES

Mr. John Clamp
CFO, AACOG

Ms. Lauren Mandel
Comm. Kevin Wolff

Ms. Winter Prosapio
Schlitterbahn Waterparks 8