

Application Form

Profile

Nichol Carranza
First Name Middle Initial Last Name

[Redacted] Suite or Apt

Concord CA 94518
City State Postal Code

[Redacted]
Primary Phone

[Redacted]
Email Address

[District Locator Tool](#)

Resident of Supervisorial District:

District 4

Marathon Petroleum Corporation Sr. Representative, Corporate Social Responsibility & Public Affairs
Employer Job Title

Length of Employment

4.5 years

Do you work in Contra Costa County?

Yes No

If Yes, in which District do you work?

District 5

How long have you lived or worked in Contra Costa County?

34 years

Are you a veteran of the U.S. Armed Forces?

Yes No

Board and Interest

Which Boards would you like to apply for?

Workforce Development Board: Submitted

Seat Name

Board of Directors

Have you ever attended a meeting of the advisory board for which you are applying?

Yes No

If Yes, how many meetings have you attended?

Education

Select the option that applies to your high school education *

High School Diploma

College/ University A

Name of College Attended

San Francisco State University

Degree Type / Course of Study / Major

Communications

Degree Awarded?

Yes No

College/ University B

Name of College Attended

Degree Type / Course of Study / Major

Degree Awarded?

Yes No

College/ University C

Name of College Attended

Degree Type / Course of Study / Major

Degree Awarded?

Yes No

Other Trainings & Occupational Licenses

Other Training A

Incident Command System (ICS)

Certificate Awarded for Training?

Yes No

Other Training B

Advertising

Certificate Awarded for Training?

Yes No

Occupational Licenses Completed:

Qualifications and Volunteer Experience

Please explain why you would like to serve on this particular board, committee, or commission.

Through my voluntary involvement and professional roles, I am committed to the community and passionate about preparing Contra Costa residents for jobs in the East Bay. As a long-standing member of this community, I have in-depth knowledge of the local economy and opportunities to enhance its workforce pipeline. I have lived in Concord for 34 years and attended Mt. Diablo High School, ultimately graduating from Diablo Valley College (DVC) and San Francisco State University. I also have two children who are currently enrolled in the Mt. Diablo Unified School District and a third who attends DVC. I will work to create opportunities for our residents to obtain high-paying jobs through training and education.

Describe your qualifications for this appointment. (NOTE: you may also include a copy of your resume with this application)

Please see attached resume.

[Upload a Resume](#)

Would you like to be considered for appointment to other advisory bodies for which you may be qualified?

Yes No

Do you have any obligations that might affect your attendance at scheduled meetings?

Yes No

If Yes, please explain:

Are you currently or have you ever been appointed to a Contra Costa County advisory board?

Yes No

If Yes, please list the Contra Costa County advisory board(s) on which you are currently serving:

If Yes, please also list the Contra Costa County advisory board(s) on which you have previously served:

List any volunteer or community experience, including any advisory boards on which you have served.

Industrial Association of Contra Costa County, Board Member, Mar 2021 – Present Monument Impact, Board Member, Nov 2018 – May 2020 Boys & Girls Clubs of Contra Costa County, Board Member, Nov 2019 – Dec 2021 Concord Chamber of Commerce, Board Member, Jul 2020 – Present Mt. Diablo Unified School District, Business Education Alliance, Advisory Committee, Aug 2019 – Present Math, Engineering & Science Achievement (MESA), Advisory Board Member, Oct 2019 – Present Concord Rotary Club, Member, Mar 2018 – Present Year Up, Mentor & Guest Presenter Apr 2015 – Present

Conflict of Interest and Certification

Do you have a familial or financial relationship with a member of the Board of Supervisors? (Please refer to the relationships listed under the "Important Information" section below or Resolution No. 2021/234)

Yes No

If Yes, please identify the nature of the relationship:

Do you have any financial relationships with the County such as grants, contracts, or other economic relationships?

Yes No

If Yes, please identify the nature of the relationship:

Please Agree with the Following Statement

I CERTIFY that the statements made by me in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith. I acknowledge and understand that all information in this application is publicly accessible. I understand that misstatements and/or omissions of material fact may cause forfeiture of my rights to serve on a board, committee, or commission in Contra Costa County.

I Agree

Important Information

1. This application and any attachments you provide to it is a public document and is subject to the California Public Records Act (CA Government Code §6250-6270).
2. All members of appointed bodies are required to take the advisory body training provided by Contra Costa County.
3. Members of certain boards, commissions, and committees may be required to: (1) file a Statement of Economic Interest Form also known as a Form 700, and (2) complete the State Ethics Training Course as required by AB 1234.
4. Meetings may be held in various locations and some locations may not be accessible by public transportation.
5. Meeting dates and times are subject to change and may occur up to two (2) days per month.
6. Some boards, committees, or commissions may assign members to subcommittees or work groups which may require an additional commitment of time.
7. As indicated in Board Resolution 2021/234, a person will not be eligible for appointment if he/she is related to a Board of Supervisors' member in any of the following relationships:
 - (1) Mother, father, son, and daughter;
 - (2) Brother, sister, grandmother, grandfather, grandson, and granddaughter;
 - (3) Husband, wife, father-in-law, mother-in-law, son-in-law, daughter-in-law, stepson, and stepdaughter;
 - (4) Registered domestic partner, pursuant to California Family Code section 297;
 - (5) The relatives, as defined in 1 and 2 above, for a registered domestic partner;
 - (6) Any person with whom a Board Member shares a financial interest as defined in the Political Reform Act (Gov't Code §87103, Financial Interest), such as a business partner or business associate.

NICHOL CARRANZA

Mission-driven public affairs professional specializing in community engagement, corporate social responsibility, and strategic communication to elevate and enhance the organization's reputation.

Passion for equity in education, workforce development and environmental stewardship. Solid experience in all areas of public affairs and program management; stakeholder engagement; community partnerships; messaging strategy; media relations; executive communications; and crisis communications.

Specialties:

- Board member and advisory council experience
- Community-focused solutions and approach
- Corporate investment strategy
- Technology, energy, and education
- Politically astute with strong business acumen
- Briefing and staffing executives
- Event planning and management
- Analytical, collaborative and detail oriented

INDUSTRY & COMMUNITY INVOLVEMENT

- **Industrial Association of Contra Costa County**, Board Member *Mar 2021 – Present*
- **Monument Impact**, Board Member *Nov 2018 – May 2020*
- **Boys & Girls Clubs of Contra Costa County**, Board Member *Nov 2019 – Dec 2021*
- **Concord Chamber of Commerce**, Board Member *Jul 2020 – Present*
- **Mt. Diablo Unified School District**, Business Education Alliance, Advisory Committee *Aug 2019 – Present*
- **Math, Engineering & Science Achievement (MESA)**, Advisory Board Member *Oct 2019 – Present*
- **Concord Rotary Club**, Member *Mar 2018 – Present*
- **Year Up**, Mentor & Guest Presenter *Apr 2015 – Present*

EXPERIENCE

Marathon Petroleum Corporation (MPC) *September 2017 – Present*

Sr. Representative, Corporate Social Responsibility & Public Affairs

- Manages \$2 million charitable budget for Northern California, Pacific Northwest, and Alaska regions; advances strategic partnerships and programs connecting MPC with schools, civic organizations and community groups.
- Cultivates community support leading stakeholder engagement efforts for \$2 Billion renewable fuels project, manages Community Advisory Panel and identifies opportunities for employee engagement with nonprofits.
- Represents company in multiple Board and Advisory Council positions, actively seeking to understand and address community needs.
- Serves as PIO and manages media inquiries and public affairs activities related to refinery operations.

University of California (UC), Office of the President *January – September 2017* **Communications Specialist III, UCPath**

- Engage stakeholders and provide consultative support to operational leads, campus leads, and public affairs. Oversee executive communications, developing talking points and presentations to the UC President.
- Lead development and execution of strategic plan driving change communication across the UC system.

Cisco Systems, San Jose, CA *May 2015 – November 2015*

Sr. Manager, Executive Communications – Supply Chain Operations

- Developed executive communications strategy for SVP, prepped executive for media interviews, customer engagements, and leadership meetings. Managed stakeholder relationships across Cisco's marketing, corporate relations, investor relations, sales, and event teams.
- Managed divestiture executive announcement to supply chain employees supporting Mergers & Acquisitions team, including regional launches, town halls and follow-up communications during transition.
- Developed 45-minute keynote speech for SVP, delivered to 600+ global suppliers; distilled input from 20+ stakeholders; 88% of attendees rated "message resonance" very good/excellent; 86% rated "value of information" very good/excellent.

Pacific Gas and Electric Company

February 2009 – May 2015

Principal, Corporate Affairs – Gas Operations

(August 2012 – May 2015)

- Led stakeholder engagement program for PG&E's 2015 Gas & Transmission Storage rate case to gain community and government support; educate and inform community; organized pipeline safety demos at public participation hearings, managed agency and collateral.
- Led multi-year communications program for PG&E's Gas Safety Excellence initiative; developed messaging and executive spokespeople, planned officer field visits, organized events and press conferences.
- Chief Editor of Gas Matters newsletter to educate employees, managed creative direction, content, editorial team, contractors, budget, production and vendors.
- Witness Assistant in PG&E's 2017 General Rate Case, responsible for meeting regulatory deadlines, briefing executives, developing testimony, analyzing data, solving issues, tracking and responding to data requests.

Sr. Representative, Corporate Affairs – Crisis Communications

(January 2011 – August 2012)

- Developed winning testimony for Corporate Relations in PG&E's 2014 General Rate Case, a three-year proceeding securing \$18 million per year in funding for the department.
- Envisioned and developed Gas Operations Improvement Tracker, a formal public document used by external-facing teams to ensure consistent data for government, media, and regulatory stakeholders, cataloging gas system upgrades. Managed team of 30+ subject-matter experts, and legal and executive approvals.
- Led crisis strategy and collateral development for SmartMeter™ program to educate customers and employees on technology benefits during time of intense public opposition.

Project Manager, Customer Communications

(February 2009 – January 2011)

- Successfully led San Bruno crisis communications to victims and customer impact team and developed critical stakeholder outreach strategies for legal and regulatory announcements after the accident.
- Developed communications strategies and messaging for SmartMeter™, competitive issues (CCAs) and customer privacy matters. Advocated for customer-centric solutions to complex billing and operational issues.
- Managed marketing review for 80+ energy management programs, dynamic pricing, energy efficiency and demand response programs.

Insight Express

October 2006 – December 2008

Project Manager

- Launched global research study in less than 48 hours on 75 web sites with 2.5 billion impressions. Supervised large-scale, digital research studies for major brand advertisers, agencies and online publishers.

Chevron Corporation

July 2005 - July 2006

Account Manager, Contract Position

- Provided strategic counsel to senior executives to ensure effective program branding, developed and oversaw project scopes, schedules, budgets, vendor negotiations and deliverables.

Oracle (formerly PeopleSoft, Inc.)

September 2004 – January 2005

Intranet Manager

- Managed fulfillment website and content for software sales team, vendor negotiations, contractual agreements, cost containment and all day-to-day communications.

EDUCATION

- **San Francisco State University**
Bachelor of Arts, Communications
- **University of California Berkeley Extension**
Business Communications coursework
- **Advanced Institute of Advertising Studies**
Certificate, Advertising Studies