



ERIC GARCETTI
MAYOR

March 18, 2019

Honorable Members of the City Council
c/o City Clerk
City Hall, Room 395

Honorable Members:

Subject to your confirmation, at the request of Councilmember Paul Koretz, Councilmember of the 5th District, I am recommending Ms. Shelley Levin Billik, to the Community Forest Advisory Committee as the alternate to Tim O'Connor. Her contact info is attached. Thank you for your attention to this request. Should you have any questions, please contact Claudia Luna at (213) 978-0621.

Sincerely,

A handwritten signature in black ink, appearing to read 'E. Garcetti', with a horizontal line extending to the right and a small flourish at the end.

ERIC GARCETTI
Mayor

EG:cl

Shelley Levin Billik, LEED AP, ZWBA

[LinkedIn Profile](#)

I am an executive with 25 years of experience in sustainability planning, policy, and all aspects of program implementation, including operations, stakeholder engagement and communications. I have worked in the private sector and often in partnership with public agencies. I believe that sustainability strategies must be tailored to the organization's business culture and goals. I'm a problem solver and thrive on the challenge of designing creative solutions as well as business opportunities. I believe in reaching high towards a long term vision while productively achieving short-range goals. I am enthusiastic, invest myself deeply in projects, and enjoy working with teams. I have an extensive network in the Los Angeles region and throughout the state. Born in Mexico, raised in Israel, and having traveled extensively, I also bring a multi-cultural, international perspective to my work.

EcoBiz Sustainability Strategy Owner/President

2012 – Present

Consulting on sustainability strategy, business solutions, marketing and communications, regulatory compliance, and operational approaches to energy and water conservation, and supply chain management.

Select Clients:

Universal Waste Systems

Recently awarded a 10 year \$500+ million dollar contract with the City of Los Angeles' Zero Waste Franchise for commercial solid waste, recycling and organics collection (recycLA). Responsible for all account enrollment, field team recruitment and training, all outreach and education, and program implementation.

Participant Media

Sustainability strategy, program implementation, and company communications for a leading media company dedicated to entertainment that inspires and compels social change.

Scotts Miracle-Gro

Client liaison and consultant to this international brand, the world's largest in their product category, regarding current and evolving State water policies. Brokered discussions with public water agencies, associations, and legislators, and helped launch an innovative "water positive" product and marketing campaign for California.

Clements Environmental Corporation

Consulting support on a variety of local and state environmental projects relating to siting and permitting new facilities, policy, and program implementation.

GreyWater Solution, Inc.

Consulting to a start-up business for water recycling projects, including overall business strategy, public agency relations, marketing plan, and financing/grants.

Policy highlights:

- Led corporate greenhouse gas inventory and persuaded parent company Time Warner to fund and implement an enterprise-wide GHG inventory for all Time Warner subsidiaries.
- Initiated and led an industry Green Production Alliance collaborative with other major studios
- Proposed and designed a film and TV production carbon footprint calculator tool.
- Shepherded the process of housing this tool and other sustainability programs under the umbrella of the Producers Guild of America (PGA & PGA Green).
- Designed, implemented Green Production Guidelines for movies and TV production.
- Managed the strategy and selection of carbon offsets for films.
- Established a new Sustainability position in the Feature division and originated budgeting process for sustainable production program.
- Developed company-wide environmental policies, including guidelines for new hires, and employee performance.
- Launched new company commuter program, which in the first month recruited 450 members.

Green Building Design & Construction highlights:

- Originated company's first Sustainable Design & Construction Policy incorporating environmental design into remodels and new construction.
- Pioneered the inclusion of contracts and mandates for construction and demolition debris recycling for all capital projects, the first in the industry.
- Managed LEED[®] (Leadership in Energy and Environmental Design) building remodel, resulting in the first LEED[®] building in the entertainment industry as well as the first in the City of Burbank.
- Improved building operations to reduce energy consumption by 38% and raised tenant satisfaction to an all-time high due to improved comfort and lighting.
- Created sustainability guidelines for company's portfolio of owned and leased real estate as well as operations guidelines for building managers and tenants.

Energy Efficiency & Renewable Energy highlights:

- Initiated the company's first ever Energy Efficiency Strategy, convened key stakeholders, including senior management, secured funding, and oversaw large retrofit projects which continue to deliver ~ \$1.6 million in annual utility savings.
- Proposed and spearheaded the authorization, bidding, and construction of several photovoltaic (solar electrical) installations, the first in the entertainment industry, and the first installation of a large PV system on a barrel-shaped soundstage roof.
- Conducted LEED[®] process for design and construction of new soundstage, which received LEED[®] Gold rating, the first of its kind in the world.
- Initiated and shepherded energy audits from scope of work, through vendor selection, oversight, and final retrofits for Warner Bros. as well as other Time Warner companies (HBO, Turner, Time, etc.)

Zero Waste highlights:

- Designed comprehensive waste reduction, reuse and recycling program encompassing hundreds of buildings and facilities located throughout the County of LA.
- Elevated the recycling rate from less than 5% to 65% of company's waste-stream, providing \$500k in annual cost savings.
- Leveraged talent/stars for marketing campaigns to promote waste-reduction initiatives and adoption of reusable water bottles, coffee mugs, office supplies and other goods.

Public/Private Partnerships:

- Liaison with City of Burbank, City of Los Angeles, CalRecycle, and various municipal utilities.
- Spokesperson at Governor's Energy Efficiency Roundtable, Conference of Mayors and C40 Cities Climate Leadership meetings.
- Partnered on a Statewide Environmental Education initiative implementing AB 1548, which incorporates environmental principles into K-12 State education standards.

Sourcing and Supply Chain highlights:

- Authored and implemented a corporate Environmental Purchasing Policy, recognized by the U.S. EPA as a model initiative.
- Founding member of the Recycled Paper Coalition that initiated paper sourcing efforts in the business sector.
- Testified to local and state government agencies on sourcing of sustainable products.
- Participated in sourcing projects with colleagues from McDonalds, EDF, Patagonia, Starbucks, Office Depot, and other Fortune 500 companies.
- Pioneered purchasing of alternatives to tropical hardwood for film and television production.
- Established environmental specifications for national contracts, including copy paper, office supplies, corporate stationery, cleaning, transportation supplies, and more.
- Led the selection and acquisition of a hybrid vehicle fleet for the courier department.
- Spearheaded the introduction of biofuels for transportation, resulting in widespread use of biodiesel for feature and television production trucks and generators.

Philanthropy highlights:

- Managed the Environmental portfolio of Warner Bros. Entertainment's corporate contributions, and advised on Corporate Social Responsibility portfolio.
- Managed relationships with a wide variety of local and national organizations.
- Created a donation program which annually provided ~\$350k worth of in-kind materials to non-profit organizations and schools.
- Initiated collaborative projects with select organizations across the CSR spectrum.

Select Press:

CNN Money and CNN International, Discovery's Planet Green, New York Times, Los Angeles Times, Daily News, The Burbank Leader, Hollywood Reporter, Variety, KCRW.

Select Awards/Honors:

- California Governor's Environmental and Economic Leadership Award
- California Energy Commission's Flex Your Power Award
- U.S. Conference of Mayors' Recycler of the Year
- U.S. EPA Region IX Environmental Achievement Award
- California Integrated Waste Management Board's Waste Reduction Award
- Los Angeles Business Council, Sustainable Architectural Award
- City of Los Angeles and City of Burbank, Mayor's Commendations

Affiliations:

- Neighborhood Council Sustainability Alliance (NCSA) Steering Board Member
- Encino Neighborhood Council, Parks & Environment Chair
- Aspen Institute, Environmental Leadership Fellow (ongoing)
- Los Angeles League for Conservation Voters (LALCV), past Board Member
- U.S. Green Building Council, LEED[®] Accredited Professional
- Certified Zero Waste Associate (GBCI)
- Alliance of Motion Pictures & Television Producers, MPA
- California Resource Recovery Association (CRRA)
- Business for Social Responsibility (BSR)

Select Public Speaking:

- ◆ Sustainable Industries Economic Forum
With Paul Hawken & Arianna Huffington
- ◆ Spot Goes Green: Best Practices for a Better Future
Association of Independent Commercial Producers (AICP)
- ◆ Corporate EcoForum
Bridging the Eco-Strategy and Execution Gap
- ◆ Canadian Film & Television Production Association (CFTPA)
Prime Time Conference keynote

Education & Honors:

University of California, Los Angeles
Graduate School Certificate in Recycling & Solid Waste Management
University of California, Santa Cruz
B.A., Psychology, Honors
Phi Beta Kappa, National Dean's List
University of California, Berkeley
Honor Student

Foreign Languages: Fluent in Spanish and Hebrew (Born in Mexico, raised in Israel)

Other Interests: Sailing, scuba diving, world music, organic gardening, photography/video

TESTIMONIALS

“You're not merely a pioneer in environmental leadership at Warner Bros., or even in the entertainment industry. You've helped to define the field of corporate sustainability, showing how leadership in environmental and social responsibility are inextricably linked to business success.”

- Joel Makower, Executive Editor, GreenBiz.com

“Wow...Shelley, you've done remarkable work to put Warner Bros. on the map as an “authentic” green organization, and I have every confidence you will continue to do amazing things!”

- Richard Fedrizzi, CEO, U.S. Green Building Council

“Shelley, you've done so much and been such a valued and effective colleague of NRDC during your years at WB. You've been involved in countless NRDC projects, both institutional and programmatic, since we opened our office here, and you have invariably made things easier in every way that you possibly could. If NRDC has been a successful organization on behalf of the environment in this region, it is in no small part because of the generosity and relentless assistance that you have given us.”

- Joel Reynolds, Senior Attorney, Natural Resources Defense Council

“During your productive career at WB, you put them on the map for environmental responsibility and sustainability leadership. Your work has been revolutionary for large businesses.”

- Beth Jines, (former) Director of Sustainability, Office of the Mayor, City of Los Angeles

“Your mentorship, friendship, and good will have meant so much to me. You are the person that has had the greatest impact on me personally and professionally in recent memory. You have taught me a lot about the kind of person that I want to be and how my professional choices and personal values are closely intertwined. I am incredibly grateful that I had the opportunity to work with you and get to know you and am confident that the experience at Warner Bros. has only better prepared me for the future.”

- Rani Woods, Coro Fellow and Green Production Alliance