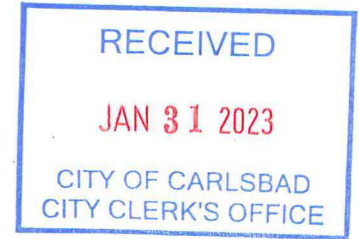




# Application for Appointment to Fill Vacancy for Carlsbad City Council District 2



**Applications must be received by Thursday, Feb. 2, 2023 at 5 p.m.**

**Requirements:**

- Citizen of the United States
- Registered voter and resident of City of Carlsbad District 2
- Complete Form 700
- Attach a resume or professional biography

*ROV 1/31/2023  
tm*



**Personal Information**

Name <b>Josh Coelho</b>		Date of Birth: <i>tm</i> <small>Required for Voter Registration Verification</small>
Home Address		District Number 2 ✓
City Carlsbad	ZIP 92010	
Home Phone	Mobile	
E-mail		
Occupation Real Estate Development, Construction Project Director		
Employer The Irvine Company		
Employer Address		
City Newport	ZIP 92660	
Work Phone	Mobile	

**Acknowledgements**

	Yes	No
I am a resident of the City of Carlsbad District 2.	✓	
I am a registered voter in Carlsbad.	✓	
I am a Citizens Academy graduate.		✓
I have sufficient time to devote to the responsibility of the position and will attend the required meeting(s) if I am appointed.	✓	
I acknowledge that if appointed I will file necessary documents including a Form 700 Economic Disclosure Statement (a public record that will be posted on the City's website). I further agree to attend Ethics Training as required under the Political Reform Act and any other required trainings.	✓	

**Questions? Please call 442-339-2808 or email [clerk@carlsbadca.gov](mailto:clerk@carlsbadca.gov)**

I acknowledge that if appointed to fill the District 2 Council seat for a term ending with the November 2024 election, I will not be eligible to run for that seat in the November 2024 election per Carlsbad Municipal Code section 2.04.110. I further agree to abide by the provisions of this code section as it exists at the time of my appointment.		
I am aware that this application is a public document.		

**Please describe your professional experience and relevant experience.**

Upon graduating from the University of Arizona, I entered the Marine Corps as an officer serving for over seven years on active duty to include two deployments as a Mechanized Infantry Platoon commander responsible for 15 armored vehicles and 55 Marines. Subsequently, I served as an Instructor at a Formal School instructing newly commissioned second lieutenants in the art and science of mechanized infantry operations and tactics in addition to my role as the Headquarter Company Commander responsible for the administration, operations, logistics, communications and maintenance for over 1000 students annually in entry level training. Upon separation from active duty, I have continued my service in the Marine Corps Reserves at Camp Pendleton serving on the Staff of the Commanding General of I Marine Expeditionary Force in the operations section and as the reserve Executive Officer at the Assault Amphibian School Battalion. In 2017, upon separation from Active Duty, I began my civilian career as a Project Manager for Clark Construction Group working on a comprehensive design and build project at UC San Diego where I managed all of the engineering disciplines of the North Torrey Pines Living and Learning Neighborhood. With contracts valued over \$125M, I oversaw the development and construction of scope that included a subterranean parking garage, student housing with over 2000 beds, lecture halls, classrooms, media centers, offices, dining facilities and a surfboard/jewelry making center. In 2019, I was hired as the Director of Project Management for Irvine Company Apartments where I have overseen over \$100M in maintenance and capital repair projects across 30 apartment communities in San Diego County and Silicon Valley.

**Please describe your educational background.**

Masters in Business Administration - University of Southern California, 3.8 GPA  
 •Beta Gamma Sigma Business Honors Society

Bachelor of Arts - University of Arizona, 3.6 GPA, Cum Laude  
 Major: History  
 Minor: Political Science, Middle Eastern Studies, Entrepreneurship  
 •Intern, US Congress, Representative Jim Kolbe (AZ)  
 •Mortar Board Honors Society  
 •President, Alpha Epsilon Pi Fraternity

**Please describe your current or past community involvement, including any service on boards, commissions or committees, with private or public agencies.**

I currently serve on City of Carlsbad's Traffic and Mobility Commission. Since 2021 we have reviewed and recommended approval to the City Council a multitude of projects that enhance the mobility, sustainability and quality of life of the residents of Carlsbad. That has culminated with the development of the Safer Streets plan associated with the City's declared state of emergency to include shepherding through the recommendations from City Staff and the Commission for City Council review and approval.

I served on the Terraces of Sunny Creek HOA Landscape Committee from 2018 to 2021 where I conducted Monthly landscape walks, and reviewed resident architectural requests.

I served on the board of the HOA of La Costa Fairways HOA from 2016 to 2017 where we oversaw multiple major repair projects.

Volunteer baseball coach, La Costa Youth Organization from 2020 to present.

Volunteer, Big Brothers/Big Sisters of San Diego, 2016-2018.



**Please explain why you wish to be appointed to City Council  
(attach a separate sheet if needed)**

My entire adult life has been centered upon a foundation of service. Service to my country, my community and my family. Since childhood, I have been drawn to the difference that a dedicated individual can have when they put their mind, heart and soul towards a cause. Serving the City in the capacity as a member of the City Council will enable the continuation of that tradition. To serve my community in a significant and influential manner. I love Carlsbad. It's neighborhoods. It's beaches. It's people. I love that my children will grow up in it's waters, at it's schools and playing in it's parks. I am lucky to live here. It is with those sentiments that I seek to serve Carlsbad's residents as a member of the City Council.

I am reasonable. I am levelheaded. I am moderate both politically and personally. I will be a voice of reason, and action on the City council. One that puts the people first and always. I can be a hub where staff evaluates ideas and help shepherd them to successful implementation.

**Are you related to, employed by, or affiliated in any way with anyone on the City Council or City of Carlsbad staff members? If yes, please list member name(s).**

I am not related to, employed by or affiliated in any way with anyone on the City Council or City of Carlsbad staff.

**What would you like to accomplish as a council person if appointed?**

- Be a stabilizing figure on the council that balances both sides of an argument in an open and fair fashion required of an appointee of the Council.
- Continue the development of a modern approach to traffic management that incorporates all aspects of mobility to include vehicles, bicycles/e-bikes and pedestrians. Work to provide safe, and efficient streets and mobility corridors for our citizens.
- Modernize zoning and planning laws that will make Carlsbad a continued location for investment that ensures the City maintains in character but also is a place for advancement and progress.
- Ensure that the City's approach to the housing crisis is consistent with the development of our existing communities. To be an advocate for meeting the State's mandates but in a manner that enhances the local communities by incorporating public input and forward thinking approach into the City's plan.
- Preserve Carlsbad's beaches remain beautiful and that future development and City projects enhance the beauty, charm and viability of the beach/coast highway.
- Create enhanced standards of operations for Police and Fire Departments so that they are able to respond to the current and future emergencies that the City may face and engage with the public in a manner befitting of the expectations of the citizens of Carlsbad.
- Advocate for Carlsbad with external agencies like SDGE and NCTD to advocate for Carlsbad's interest in the region.

### Please give examples of using collaboration to become successful.

I have worked in collaborative environments throughout my career. As an officer in the Marine Corps I deployed on multiple occasions working with Marines from different operational specialties, communities, experiences and walks of life - all towards a common goal. We coordinated with the Navy, and Air Force as well as our partner Militaries and intergovernmental agencies across three continents. As an instructor, I worked with the formal school curriculum developers, adjacent command elements, fellow instructors and the US Navy to adapt the school's curriculum to align with military requirements in theater as they were being defined by the commanders on the ground. This required working with civilian and military entities via multiple chains of command.

In my civilian career I have worked with experienced professionals across multiple disciplines from architects & designers, to engineers & consultants to general & subcontractors. With each group having disparate interests and skill sets, it takes a collaborative, disciplined and levelheaded approach to complete the most complex and even simple of construction projects. This is further complicated by incorporating the above mentioned groups into the decision making process of the ownership group that included multiple interest groups from operations to finance and accounting.

As a member of the Traffic & Mobility Commission, I have worked with City staff and my fellow commissioners to develop and provide input on the City's response to the traffic emergency. I have worked with Tom Frank and Nathan Schmidt to ensure that staff can get what they need from the Commission all while at the same time ensuring that each Commissioners' opinions and interests are being heard.

I seek to build consensus forged via the establishment of common ground that is anchored in a shared goal.

### What are the most pressing issues facing our community and how do you plan to address them?

I plan to address each of the City's main issues with an open mind and collaborative spirit that seeks to build consensus and unanimity.

The Council must work with staff, citizens, local business and the various associations and interest groups to make Carlsbad a safe and efficient place to drive, ride and walk. Traffic management is a significant priority for a multitude of reasons beyond safety. It makes the City an attractive place to live and work and helps meet our environmental goals. This would be a top priority for me and I would work with the rest of the council to continue to make this a priority.

Addressing the homelessness crisis is a top priority. I would work with the Council, the Police and Fire Departments, as well as adjacent agencies and private groups to ensure that the City's streets are free of the homeless and that those people have a safe place to go.

Addressing the housing crisis is crucial for the City to ensure that our residents all have affordable and safe housing. It is imperative that this is done in a manner that is consistent with the nature and character of Carlsbad. My goal would be to ensure that local interests are the first consideration when meeting state mandates. To achieve this will require working hand-in-hand with the planning department, the State and the various commissions tasked with managing the City's response to the housing crisis.

I would work with the County and County Board of Supervisors to ensure that Palomar Airport maintains a source of employment and economic activity for the City, but that it does not become a burden on local traffic, residents and businesses.

The beach and the Coast Highway corridor is the crown jewel of Carlsbad. I would work with the Council and staff to prioritize beach access in the southern half of the City in a manner that is long term in nature and that considers the environmental constraints coupled with the importance of preservation and usage.

I think that the most important issue facing the Council is the continued development of good governance. The Commission and Committee system is vital in ensuring that the City Council has the information needed to make sound decisions that are in the best interest of all of the residents of the City. I would work with staff and the various Commission/Committee chairs to develop a better communications plan and feedback loop between council and the commissions to ensure that the details and nuance of each commission recommendation is heard by council.



### Additional information or comments

It would be an honor to serve the City on the council. I will put in the effort required to meet the obligations required of the Council in a levelheaded and open minded manner that puts the residents first.

Please refer to my form 700 on file.

### Signature

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

First Name: Joshua

Last Name: Coelho

Signature:

Josh Coelho

Digitally signed by Josh Coelho  
DN: C=US, E=jmc2417@gmail.com, CN=Josh  
Coelho  
Date: 2023.01.31 10:17:35-08'00'

Date: 01/31/2023

### Signature

Completed applications must be received by the City Clerk's Office no later than Thursday, Feb. 2 at 5 p.m. Once submitted, applications cannot be amended. Remember that you must answer all questions on this application, provide a resume or biography and submit a Form 700 to be considered for the appointment to the City Council District No. 2 office. Incomplete application packages will not be considered.

**Option 1:** Mail or drop off the signed paper copy of your completed application with resume or professional bio and Form 700 to:

City of Carlsbad  
City Clerk's Office  
1200 Carlsbad Village Drive  
Carlsbad, CA 92008  
(442) 339-2808

Postmarks are not accepted. Applications must be received by the City Clerk's Office by the due date.

**Option 2:** E-mail your completed application.

Sign, date and e-mail the application with your resume or professional bio and Form 700 to: [clerk@carlsbadca.gov](mailto:clerk@carlsbadca.gov)

## Josh Coelho

**SUMMARY:** Strategically-minded executive leader with 13 years of experience in operations management, commercial construction and the multi-family industry. In-depth knowledge of development and construction management of budgets of up to \$125M. MBA in Business Management from the University of Southern California.

### EXPERIENCE

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#### ***Irvine Company Apartments***

##### **Director, Project Development/Management**

**Jan 2022-Present**

Lead the development and execution of major construction and maintenance projects. Partner with apartment operations, internal design teams, financial planning and apartment executive leadership to identify projects and develop scopes of work for projects valued at over \$35M.

- Achieved savings in excess of \$1M while assuring that all developmental milestones were met
- Aligned developmental and operational objectives to ensure that all renovations met underwriting objectives.

#### ***Coelver Enterprises, LLC***

**Jan 2021-Present**

##### **President**

Coelver Properties is a privately owned, boutique real-estate development firm in Southern California that has holdings of \$4M to include short-term and long-term rentals of Single Family Homes.

- Conducted multiple renovations under budget.
- Maintained occupancy to meet defined revenue and net profit objectives.

##### **Director, Project Management**

**Feb 2019-Jan 2022**

Lead the development and execution of major maintenance and construction projects for 7000+ apartment units with an annual budget of \$29M. Collaborate with key stakeholders to ensure strategic alignment between community management, maintenance, project management and executive leadership teams.

- Reduced budget by \$80M to achieve strategic goals as a result of COVID-19 while maintaining communities in accordance with brand standards, regulatory requirements and leasing obligations.
- Decreased expenditures in multiple aspects of maintenance lines of business by renegotiating pricing and fees by over \$1M while maintaining the same quality of service.

#### ***Commissioner, Traffic and Mobility Commission*** (Part Time, Volunteer Position)

##### **City of Carlsbad**

**June 2021 -Present**

- Study all matters concerning traffic and pedestrian safety.
- Approved multiple revisions to city codes and plans involving traffic and pedestrian safety, parking, and school safety as part of Capital Improvement Program and Environmental Management Plans.

#### ***Project Manager, Clark Construction Group***

**Apr 2017-Feb 2019**

Managed the Mechanical, Electrical, Plumbing, Fire Safety, Vertical Transportation (Elevators), Security and Food Service Trades on the North Torrey Pines Living and Learning Neighborhood. Responsible for budgeting, design deliverables and construction documents, contractual obligations and client interfacing. Project is a \$490M design build delivery consisting of 7 buildings, 1.5M SQFT, 2000 residential beds, 1200 parking spaces, academic, office, retail, restaurant and dining spaces.

- Managed contracts worth over \$125M while limiting contingency expenditures to less than 3%.
- Coordinated the additional design and engineering of an additional 10,000 SQFT of restaurant and retail space in order to meet client objectives post final development.

#### ***Major, United States Marine Corps Reserve*** (Part Time)

##### **Executive Officer, Assault Amphibian School Battalion**

**April 2022-Present**

Serve as the principal reserve advisor to the Commanding Officer regarding the training and education of Officers and Marines in amphibious operations and the employment of the Amphibious Combat Vehicle.



Senior Watch Officer, I Marine Expeditionary Force

Dec 2017-April 2012

**Captain, Assault Amphibian Vehicle Officer, United States Marine Corps  
Company Commander/Lead Instructor**

Apr 2014-Mar 2017

Evaluate and manage all operational and administrative actions for a 300-personnel unit with responsibilities across multiple functional areas to include administration, logistics, communications, motor transportation, engineering and vehicle maintenance of assets worth over \$150M. Administer and direct the support requirements for 11 formal curriculums with an annual throughput of 450 students. Selected from 60 Lieutenants across the Marine Corps to serve as the primary instructor of newly commissioned second lieutenants.

- Reorganized personnel structure to ensure functional support despite a 20% reduction in personnel.
- Served as the manager of Camp Del Mar which includes 4 family housing areas and 19 tenant commands totaling \$2B in base property- coordinating between facilities management, engineering and base security.
- Graduated 150 Marines (10 courses) for service in the operating forces as Platoon Leaders and Platoon Sergeants.
- Re-developed course curriculum to include course structure, classroom instruction and course topics to facilitate an increase of 10 days of practical application and instruction in a field environment, as well as the introduction of 5 new class topics.
- Managed the safe employment of 13 armored vehicles in 200 mission scenarios and 65,000 total miles driven, as well as 36 live-fire exercises firing 160,000 rounds of ammunition.

**Platoon Leader**

Jan 2010-Apr 2014

Responsible for the deployment and employment of 15 Assault Amphibious Vehicles from US Navy shipping to inland objectives ashore in concert with infantry maneuver, artillery and close air support. Responsible for the safety and well-being of 50 Marines and up to 250 embarked personnel.

- Independently deployed to the Middle East in support of global contingency operations. Conducted joint security exercises in East Timor, Kuwait, United Arab Emirates and Saudi Arabia; trained partner militaries on the establishment and implementation of proper security procedures, counter-terrorism tactics, employment of armored vehicles and basic infantry tactics. Accounted for and maintained 15 armored vehicles, 28 machine guns and 467 individual pieces of equipment across three continents valued at over \$45M.

**EDUCATION**

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**Master of Business Administration | University of Southern California | 2018**

- Business Administration and Management - 3.8 GPA
- Beta Gamma Sigma Business Honors Society

**Bachelor of Arts | University of Arizona | 2009**

- Major: History, Minor: Political Science, Middle Eastern Studies, Entrepreneurship – Cum Laude
- Intern, US Congress, Representative Jim Kolbe (AZ)
- Mortar Board Honors Society
- President, Alpha Epsilon Pi Fraternity

**ADDITIONAL INFORMATION:**

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*Member*, Terraces at Sunny Creek HOA Landscape Committee

*Member*, La Costa Fairways HOA Board

*Graduate*: Basic Officer Leadership Course (Top 20% out of 263 officers), Basic Instructor Qualified, Rapid Response Planning Process Certified, Active Secret Clearance (Expires 2030), Lean Six Sigma Yellow Belt.

*Awards*: USMC Commendation Medal, USMC Achievement Medal, Sea Service Deployment Ribbon (X2), Global War on Terrorism Medal

**STATEMENT OF ECONOMIC INTERESTS  
COVER PAGE  
A PUBLIC DOCUMENT**

Please type or print in ink.

NAME OF FILER (LAST) (FIRST) (MIDDLE)  
Coelho Joshua Martin

**1. Office, Agency, or Court**

Agency Name (Do not use acronyms)  
City of Carlsbad

Division, Board, Department, District, if applicable Your Position  
City Council Council Member

► If filing for multiple positions, list below or on an attachment. (Do not use acronyms)

Agency: \_\_\_\_\_ Position: \_\_\_\_\_

**2. Jurisdiction of Office (Check at least one box)**

- State  Judge, Retired Judge, Pro Tem Judge, or Court Commissioner (Statewide Jurisdiction)
- Multi-County \_\_\_\_\_  County of \_\_\_\_\_
- City of Carlsbad  Other \_\_\_\_\_

**3. Type of Statement (Check at least one box)**

- Annual:** The period covered is January 1, 2022, through December 31, 2022.
- or- The period covered is \_\_\_\_\_, through December 31, 2022.
- Assuming Office:** Date assumed \_\_\_\_\_
- Candidate:** Date of Election \_\_\_\_\_ and office sought, if different than Part 1: \_\_\_\_\_
- Leaving Office:** Date Left \_\_\_\_\_ (Check one circle.)
- The period covered is January 1, 2022, through the date of leaving office.
- or-  The period covered is \_\_\_\_\_, through the date of leaving office.

**4. Schedule Summary (required)**

► Total number of pages including this cover page: 1

**Schedules attached**

- Schedule A-1 - Investments** – schedule attached
- Schedule A-2 - Investments** – schedule attached
- Schedule B - Real Property** – schedule attached
- Schedule C - Income, Loans, & Business Positions** – schedule attached
- Schedule D - Income – Gifts** – schedule attached
- Schedule E - Income – Gifts – Travel Payments** – schedule attached

-or-  **None - No reportable interests on any schedule**

**5. Verification**

MAILING ADDRESS STREET CITY STATE ZIP CODE  
(Business or Agency Address Recommended - Public Document)  
Carlsbad CA 92010

DAYTIME TELEPHONE NUMBER EMAIL ADDRESS  
( ) \_\_\_\_\_

I have used all reasonable diligence in preparing this statement. I have reviewed this statement and to the best of my knowledge the information contained herein and in any attached schedules is true and complete. I acknowledge this is a public document.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date Signed 01/31/2023  
(month, day, year)

Signature Josh Coelho  
(File the originally signed paper statement with your filing official.)

Digitally signed by Josh Coelho  
DN: cn=US, e=jco2417@gmail.com, cn=Josh Coelho  
Date: 2023.01.31 13:41:59-0800'