

**[External] Application for City Council Member – Ward 2 [#12]****From** Wufoo <no-reply@wufoo.com>**Date** Sun 12/22/2024 11:50 PM**To** City Clerk <City\_Clerk@longmontcolorado.gov>

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|--|---|
| <b>Name *</b>  | Teresa Simpkins   |
| <b>Address *</b>   | <input type="checkbox"/> 2144 Springs Pl<br>Longmont, CO 80504<br>United States   |
| <b>Email *</b>   | <a href="mailto:t.simpkins.co@gmail.com">t.simpkins.co@gmail.com</a>  |
| <b>Daytime Phone *</b>   | (720) 352-0051  |
| <b>Evening Phone *</b>   | (720) 352-0051  |
| <b>How long have you been a resident in Longmont? *</b>              | Since April 2013  |
| <b>Current occupation: *</b>   | Marketing manager   |
| <b>Why are you interested in serving as a City Council Member? *</b> | I spent most of my adult life in public service, including 7 years as an employee of the City of Longmont. Now that I am working in the private sector, I would like to continue serving my community in a meaningful capacity. I miss being a part of helping sustain and improve the wonderful community I call home. |

**Briefly explain what you believe are the two most important issues facing City Council and how do you believe those issues should be addressed? \***

I believe that Longmont is presently experiencing a time of considerable growth – not just in size, but in defining its identity and priorities as a community. Continuing to manage economic growth to support a vibrant and inclusive community and maintaining our city infrastructure so that it may serve another generation of Longmont residents are top of mind for me. With regard to supporting our economic stability and quality of life, I believe that we need to stay the course of continually improving our downtown area and identifying appropriate incentives to draw high-quality jobs and development to our city. As for the issue of city infrastructure, I believe that Longmont residents need to be better educated about the challenges inherent in delivering all the services needed and desired by our diverse and growing community.

**Letter of Interest \***[council\\_letter\\_of\\_interest.pdf](#)

35.22 KB • PDF

**Resume (Optional)**[teresa\\_simpkins\\_council\\_resume\\_2024.pdf](#)

205.53 KB • PDF

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**Signature \***

Teresa Simpkins

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**Date \***

Sunday, December 22, 2024

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December 22, 2024

Longmont City Council  
350 Kimbark St.  
Longmont, CO 80501  
SENT VIA ONLINE PORTAL

RE: Interest in Ward 2 Council Appointment

Dear Mayor Peck and Council Members Crist, Hidalgo-Fahring, McCoy, Rodriguez, and Yarbrough:

I am writing to express my interest in the appointment to Council Member Marcia Martin's Ward 2 seat. I am a resident of Ward 2 and meet all the prerequisites for appointment.

Personally, I've been a Boulder County resident since 1997 and moved to Longmont in early 2013 to raise my blended family here. Now an empty nester, I love Longmont for its friendly community, wonderful local businesses, and endless bike paths. I also value the quality of our local government, its hardworking staff, and steady leadership. I am proud to call Longmont home.

My background is likely pretty unique among those applying for this appointment. I spent seven years as a City of Longmont employee (2014-2021), working on the communications team for the library and PWR. Those years provide me with unique insights into the operations and staff of the City that would allow me to avoid the steep learning curve that many elected officials face. However, my local government experience isn't limited to my time at Longmont. I've also worked as a communications professional in Westminster, a town clerk in Nederland, and an Assistant Boulder County Attorney.

My government experience is not limited to local government, however. I was raised in the Washington, DC area, and my father was involved in politics, which ultimately led me to law school and becoming a Capitol Hill advocate and liaison for the National Center for Missing and Exploited Children (NCMEC). My time in DC exposed me professionally to many federal agencies and programs, providing me with a good understanding of federal mandates and funding streams. After moving to Colorado, I initially worked for the National Conference of State Legislatures in Denver where I wrote numerous successful federal grants and worked closely with state legislators and staff across the country.

After decades of public service, I am currently a marketing professional for a privately-held software company that provides dozens of products and services to government organizations at all levels of government. As I understand it, the City of Longmont is a

current customer of my company for one product. I raise this only to assure you that I would recuse myself from any discussions of software or products related to the company I work for, nor do I wish to exert any influence over those decisions. My first loyalty would absolutely be to properly serving my community with integrity.

While I really enjoy the new challenges of my current career, I do miss public service and knowing that I'm contributing to my community. It is for that reason that I am seeking to serve the remainder of Marcia Martin's term.

I know that the decision before you concerning Council Member Martin's seat may be a difficult one. I am sure that you will seek to do what you deem best for those of us in Ward 2, and I have faith that whatever your decision, my neighbors and I will be well cared for. Good luck to you and please feel free to contact me should you require additional information to accompany this application.

Thank you sincerely for your public service to our community,

*Teresa Simpkins*

# TERESA SIMPKINS

COMMUNICATIONS + MARKETING PROFESSIONAL

## about

- Exceptionally strong understanding of government systems, processes, and structures.
- 30 years of working for or with government organizations at the federal, state, county, and municipal levels.
- Particular strength in identifying and understanding various policy issues, affected community segments, and alignment with political priorities.
- Ability to professionally manage and process intense and rapidly changing situations and to swiftly pivot with changing priorities and circumstances.
- Proven dedication to creating and maintaining productive and trusting relationships with cross-functional teams.
- Willingness and ability to express unpopular opinions or present adverse facts when necessary to avoid negative outcomes.

## contact



(720) 352-0051



t.simpkins.co@gmail.com



2144 Springs Place  
Longmont, CO 80504

## education

BA with DISTINCTION / ADVERTISING  
& COMMUNICATIONS  
*Penn State University  
State College, PA*

EUROPEAN MEDIA SYSTEMS CERT.  
*University of Manchester  
Manchester, England*

JURIS DOCTORATE  
*Georgetown University  
Washington, DC*

## abbreviated professional experience

PRODUCT MARKETING MANAGER / *Granicus, Inc.*

- Deliver all product marketing services for company's second-largest revenue SaaS solution family.

COMMUNICATION & ENGAGEMENT COORDINATOR / *City Manager's Office / Westminster, CO*

- Guided messaging and created digital and traditional content on behalf of City Manager and Deputy City Managers.
- Responsible for internal communication strategies, goals, and execution to inform and educate staff regarding City and Council priorities.

COMMUNICATIONS & MARKETING SPECIALIST / *Citywide Communications Team / Longmont, CO*

- Collaborated with Citywide Communications Team for citywide initiatives and communications related to COVID-19 and other community-wide concerns.
- Provided primary communications, marketing, and outreach support for multiple departments and divisions. Directed branding and media outreach for programs, projects, materials, and services. Identified target personas and strategies for disseminating information in a coordinated manner. Trained staff to create an integrated approach to communications to support programs, projects, and initiatives. Established and communicated communication goals and standards.

## professional experience (cont.)

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### TOWN CLERK / *Town of Nederland / Nederland, CO*

- Served as politically-appointed Clerk to the town Board of Trustees, including managing and approving all public communications and filling all functions of a municipal public information officer.
  - Headed multiple projects for town improvements and innovations and assumed duties of Town Administrator in her temporary absence, including oversight of staff.
  - Recipient of Employee of the Year award.
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### LEGAL POLICY ANALYST / *Policy Studies, Inc [now part of Maximus, Inc.] / Denver, CO*

- Provided consulting services to state and local municipality clients, conducting extensive research and creating reports on state, county, and municipal services delivery models nationwide.
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### ASSISTANT COUNTY ATTORNEY / *Office of the Boulder County Attorney / Boulder, CO*

- Served as primary legal counsel to county department, including litigating a small caseload and managing appeals.
  - Ensured that department policies were compliant with state, federal and local laws and regulations.
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### PROGRAM MANAGER / *National Conference of State Legislatures / Denver, CO*

- Responsible for extensive public speaking, published writings, and presentations to state legislatures and at national conferences.
  - Managed day-to-day operations of federally- and privately-funded projects, including budgeting and staff management.
  - Delivered technical assistance to state legislators and agency administrators, including committee and task force testimony.
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### MANAGER, LEGISLATIVE AFFAIRS / *National Center for Missing and Exploited Children / Alexandria, VA*

- Created Legislative Affairs Division, advocating before and working with members of Congress and their staff.
  - Served as media spokesperson, including interviews with Court TV, MSNBC, Fox Morning News, CNBC, "America's Most Wanted," the *Washington Post*, the *Chicago Tribune*, *Redbook*, and *USA Today*.
  - Worked with personnel at the municipal, county, state, and federal level, including conducting trainings.
  - Prepared and delivered testimony at state legislative hearings.
  - Established and accounted for division budget staff.
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