

From: [Dean Francois, Mayor of Hermosa Beach](#)
To: [LAC City Selection Committee](#)
Subject: city selection committee 4/21 coastal commission
Date: Saturday, April 19, 2025 4:52:37 PM

CAUTION: External Email. Proceed Responsibly.

The city selection committee is scheduled to meet Monday to recommend two or more people to the Senate rules committee for consideration on the coastal commission.

I am seeking your support. Please call if you get a chance. 310-938-2191

I am excited to submit my application. With our current commissioner's term coming to an end.

My lifelong dedication to environmental activism and extensive experience in coastal conservation make me the best elected candidate to represent our region.

My commitment to environmental protection is demonstrated through my volunteer work with organizations like Baykeeper, Heal the Bay, and the Sierra Club. I have also have served many years on the executive management committee of the South Bay Group of the Sierra Club, where I worked tirelessly to extend bike paths and bike routes throughout our region and led programs that diverted stormwater runoff and tested ocean water quality drain off.

As a seasoned advocate, I have testified at numerous coastal commission hearings, pushing for policies that prioritize Wetlands preservation (including Ballona), ban marine mammal capture, promote coastal access, and limit paid beach events. My efforts have contributed to precedent-setting decisions, including the Redondo Beach esplanade case, which required cities with local coastal plans (LCPs) to consider public view obstructions in all development projects. I worked closely with cities such as Manhattan Beach developing their LCPs.

Notably, my advocacy has often filled a void left by local city councils, which have sometimes prioritized other interests over environmental protection.

My record demonstrates a steadfast commitment to environmental protection and coastal conservation. While on the Hermosa Beach City Council I was elected to represent the COG as a voting member on the Santa Monica Bay Restoration Commission, I successfully adopted a resolution, the first by a state agency, guiding the restoration of the Ballona Wetlands. This achievement demonstrates my ability to drive meaningful change and collaborate with stakeholders to protect our coastal resources. As Mayor I implemented monthly Town Hall Forums in an era when elected are less inclined to have them.

Throughout my career, I have witnessed firsthand the impact of ineffective governance on our coastal communities. Despite this, I remain committed to fighting for the protection and preservation of our coastline. I am confident that my experience, passion, and dedication make me the best qualified for the coastal commission.

Dean Francois

City of Hermosa Beach

1-310-938-2191