

Candidate Bio and Photo



From a young age, growing up in an immigrant working-class family, Joshua learned the importance of community. His lived experiences have shaped his values of empathy, compassion, and justice. Personally, he is committed to empowering his community as a grassroots organizer and advocate for public policy that centers on social and racial equity. Professionally, he has worked in youth organizing, labor organizing, and community and political organizing. Currently, he serves on 2 Boards, as a Board Member with Youth Will and as Board Vice President with SanDiego350.

Joshua I. Piedra

SDCBC Board Member Candidate

LinkedIn [linkedin.com/in/joshpiedra](https://www.linkedin.com/in/joshpiedra)

RE: Statement of Qualifications

Dear San Diego County Bicycle Coalition Membership,

My name is Joshua Piedra and I am a first-generation bisexual Mexican-American. I was born in San Diego, CA, and raised by my mom, abuela, and aunt, three resourceful, independent, and strong-willed, yet poverty-stricken Mexican women. Struggling with poverty and coming from an immigrant family, I understand the challenge that inequality poses throughout San Diego County. The adversities I faced, although disadvantageous, have shaped me into the adaptive and empathetic person I am today. Furthermore, this experience is what fuels my mission to ensure all communities have access to public spaces, have a voice at the table, and have all the resources needed to thrive and not just survive.

Receiving my Bachelor's Degree in Political Science has given me a solid understanding of political institutions and politics from a historical and legal perspective. This education made me effective as a Coordinator for Youth Will's Youth Emergency Resources Ambassador Program. As Coordinator, I put to use my time-management, organizational, and long-term planning skills and supported our youth team with information about our local political system, various local grassroots organizations and coalitions, and organizing tactics. This made our advocacy work easier since we all knew what to look for, who to contact, and how to mobilize the community.

More importantly, my education and experience laid the foundation for me to thrive as a Political Organizer at SEIU Local 221. At this union, I helped coordinate and create actions with Invest in San Diego Families Coalition, San Diego & Imperial Counties Labor Council, and SEIU California. Furthermore, I created organizing plans with a S.M.A.R.T goals lens and effectively mobilized our politically diverse membership to lobby various levels of government, including, the San Diego County Board of Supervisors, elected offices in cities throughout San Diego County, and local State Representative offices. Our political endeavors were successful because as the Political Organizer, I made sure that our efforts were tracked in detail, fostered organizational partnerships to support our various issues (with local community organizations, government officials, and union groups), empowered members to become political leaders, and created adaptable plans to fulfill our mobilizing goals over texting, phone banking, and canvassing. It was in this space that I honed my professional abilities to adapt quickly under pressure, manage multiple projects and staff, provide political expertise on labor plans, and effectively work with various partisan groups and members to achieve a common outcome. As a Board Member, I will use this to maintain effective relationships and foster open communication with Board Members, community members, partners, and elected officials.

In my current leadership roles, I've engaged diverse communities with an inclusive and intersectional mindset. As the Board Vice President at San Diego 350 and Board Member at YouthWill, I've used my organizational, adaptability, and outreach skills to effectively engage diverse communities and conduct successful campaigns through grassroots organizing/coalition building. These leadership experiences have taught me new skills and strengthened my professional skills to lead teams, create effective outreach plans, collaborate with different political interests, manage and develop financial planning, and create positive results.

Throughout my professional development, I have learned how to maintain a professional standard, adapt to high-stress situations, hone my attention to detail, and provide executive-level management. Given my experience and skills, I am confident that I will make a great Board Member at SDCBC. Just like my family before me, I only ask for the opportunity to showcase my abilities and contribute to your important work.

Thank you very much for your consideration.

Sincerely,
Joshua Piedra