

Reed named deputy to Supervisor Provenza

By Special to The Enterprise January 29, 2016

Yolo County Supervisor Jim Provenza of Davis has named Richard Reed, chairman of the Yolo County Planning Commission, as his new deputy supervisor.



Richard Reed. Courtesy photo

“I look forward to working with Rich to serve the people of Yolo County at the highest level of service,” Provenza said. “We will all benefit from Rich’s vast experience and keen interest in local land-use issues. He is very familiar with Yolo County and District 4, and I know he’ll hit the ground running.”

Reed has served as the District 4 representative to the Yolo Planning Commission since 2009, and in 2011, was named Commissioner of the Year by the California County Planning Commissioners Association. While on the commission, Reed, twice chair, was involved in the new Yolo County General Plan and the county zoning code, and worked to strengthen the protection of productive agricultural lands.

As vice president of the Yolo Land Trust, Reed is a respected voice on land-use and agricultural issues in Yolo County.

“I’m honored and look forward to expanding my service to the people of District 4 and Yolo County — helping to ensure the best outcomes in service to our constituents, maximizing effective partnerships among stakeholders and with the community, and sustaining the successful practices and achievements of the District 4 team,” Reed said.

Reed is retired from a 36-year career in corporate publishing and communications, most recently as a consultant and manager in member and marketing communications at Kaiser Permanente. Prior to his position at Kaiser, Reed worked as general manager and marketing director for several Bay Area newspapers and magazines.

Locally, Reed has been active in Davis public schools, serving on both the Business Advisory Committee and as a member of school parcel tax campaigns.

Reed fills the vacancy created by the move of Provenza's two-term deputy, Gina Daleiden, to First 5 Yolo as executive director.