

Application for Candidacy - 2026 Peninsula Community Planning Board



**Deadline to submit completed application:
6:00 p.m., Thursday, March 5, 2026**

Applicants are to attend the 3/12/26 Candidate Forum at 6pm in person at the Point Loma/Hervey Branch Library located at 3701 Voltaire Street, San Diego, CA 92107.

Name: Coreen (Cori) Salcido

Occupation/Employment: Commercial Asset Manager/Terra-Gen, LLC

Phone: 858-414-7124 Email Address: salcidocori@gmail.com

1. Identify your affiliation within the Peninsula Community. Include property address, number of years in residence, and business name if applicable.

- Property Owner (sole or partial owner of record of real property within the peninsula community):
- Resident (address of primary residence within the peninsula community):
- Local Business Person (a local business or not-for-profit owner or operator at a non-residential real property address within the peninsula community):

Board use only - Verified by elections subcommittee member:

2. List any education / experiences which you feel qualify you for this job:

Bachelors of Arts , Economics - University of New Mexico
Masters of Business Administration - City University
12+ years Asset management leader in the renewable energy and energy infrastructure space with project leadership experience.
Expertise in regulatory compliance at the state and national levels.

3. Provide your involvement (years) or memberships in local community / business organizations:

2.8+ years - Peninsula Community Planning Board (1 yr Secretary, 2.8 yrs Traffic and Transportation)
WRISE - Women of Renewable Industries and Sustainable Energy San Diego Climate-Tech Professionals
2 years - Rady Children's Hospital Board - La Playa Unit

4. Share your special interests, expertise or philosophy as it relates to the Peninsula Community:

My interest in the Peninsula Community is centered on Traffic and Transportation Safety. I believe that a neighborhood's character is preserved when its streets are safe and accessible for all users. I am particularly focused on modernizing our infrastructure to handle the rise of E-bikes through sensible regulation and improved signage, ensuring our residents and local businesses can operate in a secure environment.

Professionally, I bring expertise in systems analysis and asset management. I view our roads and traffic signals as vital infrastructure that must be managed with a data-driven approach to reduce accidents and improve flow. My philosophy is that Safety is Stewardship; by advocating for pedestrian-first design, smarter light timing, and strategic stop sign placement, we protect the long-term livability and unique coastal identity of Point Loma and Ocean Beach.

5. Share anything you wish to accomplish as a member of the board:

As a member of the PCPB, my primary goal is to move from reactive discussion to proactive safety planning. I aim to be a lead advocate for 'quick-build' traffic safety measures—such as improved stop sign visibility and pedestrian-first signaling—to protect our residents.

I will use my professional background in managing complex utility assets to ensure that every development project we review is scrutinized for its long-term impact on our roads and community safety, ensuring the Peninsula remains a secure and thriving place for both residents and businesses.

6. Below is a current list of the standing committees and liaisons of the PCPB. Check any in which you would be interested in joining or supporting.

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| <input checked="" type="checkbox"/> Airport Authority | <input type="checkbox"/> Parks and Recreation |
| <input checked="" type="checkbox"/> Traffic and Transportation | <input type="checkbox"/> Liberty Station / Naval Training Center |
| <input type="checkbox"/> Environmental | <input type="checkbox"/> Project Review |
| <input type="checkbox"/> Long Range Planning | <input type="checkbox"/> Midway Community Planning Group (Liaison) |
| <input checked="" type="checkbox"/> I am willing to chair a committee. | <input type="checkbox"/> OB Community Planning Group (Liaison) |
| <input checked="" type="checkbox"/> I am able to attend the monthly PCPB meetings and any additional meetings which may occur. | |
| <input checked="" type="checkbox"/> I am at least 18 eighteen years old. | |

Signed: _____  _____ Date: _____ 3/5/2026 _____

Please submit your completed application to the Election Chair at Jackie Greulich at jghrconsulting@gmail.com and email with a copy to pcpbsd@gmail.com.

Completed, vetted and accepted PCPB applications will be posted on the pcpb.net website.