



ERIC GARCETTI  
MAYOR

July 24, 2014

Honorable Members of the City Council  
c/o City Clerk  
Room 395, City Hall

Re: Appointment of Permanent General Manager, Housing and Community Investment  
Department of Los Angeles: Rushmore Cervantes

Honorable Members:

Pursuant to City Charter Section 508 (b), I appoint Mr. Rushmore Cervantes as the permanent General Manager, Housing and Community Investment Department of Los Angeles, effective as of the date of your confirmation of this appointment.

Attached please find a copy of Mr. Cervantes' resume, which provides greater detail about his experience. I look forward to your favorable consideration of my appointment.

Sincerely,

ERIC GARCETTI  
Mayor

EG:mm

Attachment

cc: The Honorable Gilbert Cedillo, Chair, Housing Committee  
Miguel Santana, CAO  
David Luther, Personnel Department  
Maritta Aspen, Office of the CAO  
Heather Holt, Ethics Commission  
Holly Wolcott, Interim Clerk  
Gerry Miller, CLA  
Phyllis Lynes, Personnel Department  
Errol Griffin, Office of the CAO  
Shannon Prior, Ethics Commission  
General Managers' Association

# RUSHMORE D. CERVANTES

Résumé

## EXPERIENCE

**CITY OF LOS ANGELES - Housing Department** 7/09 - Present  
**Executive Officer-** Manage, plan and direct all activities and operations of the department to support safe and livable neighborhoods through the promotion, development and preservation of decent and affordable housing. Major functions include: homeownership & preservation, administration of the Affordable Housing Trust Fund & Permanent Supportive Housing Program, policy & planning, bond issuances, Systematic Code Inspection Program, administration of the Rent Stabilization Ordinance, portfolio management, housing services, billing & collections, and more. Have extensive interaction with the various stakeholders, including elected officials, developers, tenant advocates and apartment owners. Also serve on the City's Joint Labor-Management Benefits Committee.

**CITY OF LOS ANGELES - Office of the City Controller** 8/06 - 6/09  
**Chief Deputy Controller / Acting City Controller** - Was responsible for planning, organizing, directing, and managing all activities and operations of the Controller's office. Major Citywide functions include: revenue forecasting and tracking, payroll, accounting, financial reporting, Internal Revenue Service tax filings, payment approval / demand audit, Internal Control and Certification Program, the waste, fraud & abuse unit and financial and performance audits. Served as joint administrator for the implementation of a Citywide Enterprise Resource Planning system and was a member of the Mayor's Financial Advisory Cabinet.

**CITY OF LOS ANGELES - El Pueblo Historical Monument** 5/04 - 8/06  
**General Manager** - Was responsible for planning, organizing, directing, and managing all activities and operations of the Monument and its employees. Major activities included historic preservation, educational promotion, property management, lease negotiations, event planning, marketing and working closely with various City Departments to implement capital improvement projects. In addition, I implemented new policies and procedures that streamlined Department operations and increased revenue.

**CITY OF LOS ANGELES - Department of Aging** 3/00 - 5/04  
**Assistant General Manager & Interim General Manager** - Was responsible for ensuring the Department's efficient operation, including Citywide senior service program planning and monitoring, internal administration, and the evaluation staff engaged in providing services to senior citizens. Provided technical and policy advice to the Mayor and City Council and represent the City before many public forums on matters affecting senior citizen affairs.

Administered all departmental functions, including fiscal, program planning, program monitoring, direct services, systems, administration, personnel and the evaluation of staff engaged in providing services to seniors and caregivers.

Exercised considerable independent judgment and discretion in managing the affairs of the department. Developed and implemented short and long-range goals and objectives affecting services and operations as well as direct the preparation and administration of the annual department budget and Consolidated Plan proposals.

**CITY OF LOS ANGELES - City Administrative Officer 11/98 - 3/00**

**Senior Management Analyst** - Team leader for the administration of all state and federal disaster grants for the City. This included coordinating the efforts of five CAO staff members to work with numerous departments to; prepare project requests, file appeals, submit funding requests, develop department Memorandums of Understanding and track all City projects funded with disaster grant funds. Interacted with the Mayor and Council offices on politically sensitive projects. Also worked with state and federal representatives to facilitate the disaster grant process. The underlying function of this section was to secure the maximum amount of disaster grants for the City.

**CITY OF LOS ANGELES - City Administrative Officer 10/95 - 11/98**

**Administrative Analyst** - Compiled and analyzed information, prepared written reports with recommendations for the Mayor and Council review. Provided in-depth fiscal and policy analysis of economic and service programs for various grant-funded City departments including the Departments of Housing, Community Development, and Aging. In addition, I reviewed budget proposals from grant-funded departments and made recommendations on budget and revenue estimates, policy related matters, requests for personnel authority and pay-grades, contract proposals, appropriations and other fiscal matters.

**CITY OF LOS ANGELES - General Services Department 12/94 - 10/95**

**Procurement Analyst** - Reviewed requisitions for commodities & services, prepared bid requests and edited specifications for written bids. Coordinated and conducted pre-bid, bid opening, & pre-award meetings with City engineers, contract compliance representatives and perspective bidders. Analyzed bid proposals and awarded contracts for informal, formal and annual contracts. Contracts ranged from \$500 to multi-million dollar contracts.

**CITY OF LOS ANGELES - Department of Water & Power 6/93 - 12/94**

**Buyer** - Reviewed requisitions for commodities & services, prepared invitations & specifications for written bids. Obtained telephone quotes for smaller dollar requests.

**EDUCATION**

**CALIFORNIA LUTHERAN UNIVERSITY, Thousand Oaks**  
Bachelor of Arts Degree - Business Administration