

ERIC GARCETTI  
MAYOR

July 18, 2013

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Monica Rodriguez to the Board of Public Works Commission for the term ending June 30, 2014. Ms. Rodriguez will fill the vacancy created by Warren T. Furutani, whom I removed effective July 26, 2013.

I certify that in my opinion Ms. Rodriguez is qualified for the work that will devolve upon her, and that I make the appointment solely in the interest of the City.

Sincerely,

A handwritten signature in black ink, appearing to read 'E. Garcetti'.

ERIC GARCETTI  
Mayor

EG:dlg

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Monica Rodriguez  
**Commission:** Board of Public Works Commission  
**End of Term:** June 30, 2014

### Appointee Information

1. **Race/ethnicity:** Latina
2. **Gender:** Female
3. **Council district and neighborhood of residence:** 7 - North Valley
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** B.A., Occidental College
7. **Occupation/profession:** Public Affairs and Development Professional
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Replacement
10. **Current composition of the commission (excluding appointee):**

Commissioner	APC	CD	Ethnicity	Gender	Appointment Date	Term Ends
Davis, Michael <i>(subject to City Council confirmation)</i>	South Los Angeles	9	African American	Male	7/18/2013	6/30/2018
James, Kevin <i>(subject to City Council confirmation)</i>	Central	4	Caucasian	Male	7/12/2013	6/30/2017
Romero, Barbara <i>(subject to City Council confirmation)</i>	South Valley	4	Latina	Female	7/18/2013	6/30/2016
Szabo, Matt <i>(subject to City Council confirmation)</i>	Central	13	Caucasian	Male	7/18/2013	6/30/2015

# MONICA RODRIGUEZ

## CAREER SUMMARY

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Accomplished, public affairs and development professional with more than 18 years experience in the public and private sectors. Possess particular expertise in non-profit management, development, strategic communications, public policy in the areas of housing, economic development and education as well as grassroots community affairs.

- Highly skilled manager with excellent track record of managing multiple projects and helping staff reach their full potential
- Strategic and innovative problem solver known for delivering superior results that meet corporate goals and address community needs
- Excellent written and verbal communication skills with extensive experience in public speaking
- Outstanding relationship manager with an expansive network and history of working with diverse communities throughout California
- Savvy public affairs executive with expertise in developing public/private sector partnerships

## PROFESSIONAL EXPERIENCE

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### **Director, Fundraising & Housing Opportunity Program**

**2004 - Present**

CALIFORNIA ASSOCIATION OF REALTORS® (CAR)

Responsible for strategic development and implementation of political fundraising and philanthropic housing initiatives. Administer CAR's Housing Affordability Fund, a statewide nonprofit affordable housing trust fund and serve as member of the executive management team.

- Developed strategic partnerships to leverage trust fund invested dollars with more than \$75 million in workforce housing developments and programs.
- Designed strategies to increase political and philanthropic giving and participation raising nearly \$10 million in private funds to support affordable housing activities.
- Crafted strategic communications and outreach efforts, resulting in increased Realtor visibility on affordable housing advocacy across the state.
- Advisor to the National Association of Realtors® on development of national grant programs and served as the association staff liaison of the grant review panel. Represent CAR at several business and nonprofit membership organizations across the state.
- Created multiple innovative statewide consumer oriented initiatives designed in direct response to consumer needs and market conditions and managed all program components from contract execution to communications strategy and consumer relations. These initiatives have served as models that have been replicated throughout the country.
- Responsible for development and management of multiple program budgets/initiatives annually
- Developed and implemented grant funding protocol and oversee all grant management and compliance
- Design and provide oversight of all donor solicitation, annual fundraising campaigns and special events
- Created annual member large-scale professional development seminar series across California grossing unprecedented profits for the organization
- Write proposals, prepare written reports, deliver presentations, supervise personnel, and administer all financial aspects of projects with acute fiscal prudence

### **Consultant**

**2003 - 2004**

TWO ROADS CONSULTING, INC.

Kathi Littmann, President

Provided president with technical expertise on public affairs. Represented company president at several executive business associations and engagements. Developed and secured a \$900,000 strategic planning grant from the Bill & Melinda Gates Foundation targeting the reorganization of LAUSD secondary schools. Developed and maintained relations with public and private sector stakeholders.

**Chief Deputy/Senior Policy Advisor, Community & Intergovernmental Relations** 2000 – 2003  
SCHOOL BOARD PRESIDENT CAPRICE YOUNG, LOS ANGELES UNIFIED SCHOOL DISTRICT

Managed staff and served as senior policy advisor to the board member on policy related to board matters, as well as issues including redistricting, First Five/Universal Pre-K, early childhood education, after-school programs, new school development and technology. Worked to streamline LAUSD operational systems to facilitate effective and efficient use of district resources. Co-Founded the Los Angeles City F.I.R.E. Academy, a program designed to close the opportunity gap. The intergovernmental initiative funded with private grant funds was designed to provide students with academic and job training opportunities they would otherwise not have.

Interfaced private sector and civic leaders to integrate stakeholder priorities into effective policy and budget recommendations. Leveraged school district resources to encourage multi-million dollar private and corporate giving to enhance school based programs and facilities. Facilitated the collaboration between the school district and municipal agencies to enhance the delivery of service to local school sites and engaged residents in school based matters by organizing multiple site based grassroots community/school advocacy groups.

**Community Affairs Manager** 1998 – 2000

MAYOR RICHARD J. RIORDAN, CITY OF LOS ANGELES

Managed day-to-day operations of San Fernando Valley Office, and represented the Mayor in the San Fernando Valley and East Los Angeles areas. As Program Manager, led the successful implementation of two \$3 million federally funded Targeted Neighborhood Initiatives. Built collaborative relationships with City Council members and staff to achieve programmatic objectives. Leveraged federal funding to secure private dollars to support business and community revitalization efforts in several Los Angeles communities. Designed and implemented community outreach programs to increase civic participation and facilitate communication with the mayor.

**Deputy** 1998  
LOS ANGELES CITY COUNCILMEMBER RICHARD ALARCON

**Constituent Services Representative** 1997 – 1998  
MAYOR RICHARD J. RIORDAN, CITY OF LOS ANGELES

**Deputy** 1994 – 1997  
LOS ANGELES CITY COUNCILMEMBER MIKE HERNANDEZ

## COMMUNITY AFFILIATIONS

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<b>President, HOPE-PAC</b>	2007 - Present
<b>Board Member, HOLLYWOOD ENTERTAINMENT MUSEUM</b>	2005 - 2007
<b>Los Angeles County Commissioner, SUNSHINE CANYON LANDFILL</b>	2004 - 2007
<b>Board Member, COMMUNITIES IN SCHOOLS</b>	2004 -2006
<b>Board Member &amp; Vice-Chair of Executive Board of Directors</b> NORTH VALLEY YMCA	2003 - 2009
<b>Co-Founder &amp; Advisor, Los Angeles F.I.R.E. Academy</b> LOS ANGELES COMMUNITY COLLEGE DISTRICT & LOS ANGELES CITY FIRE DEPARTMENT	2001-2008
<b>Board Member, MANNY MOTA INTERNATIONAL FOUNDATION</b>	2001 – 2003
<b>Board Member &amp; Co-Chair, Latina Community Advisory Council</b> BIG SISTERS OF LOS ANGELES / BIG BROTHERS BIG SISTERS OF GREATER LOS ANGELES	1996 - 2001

## EDUCATION

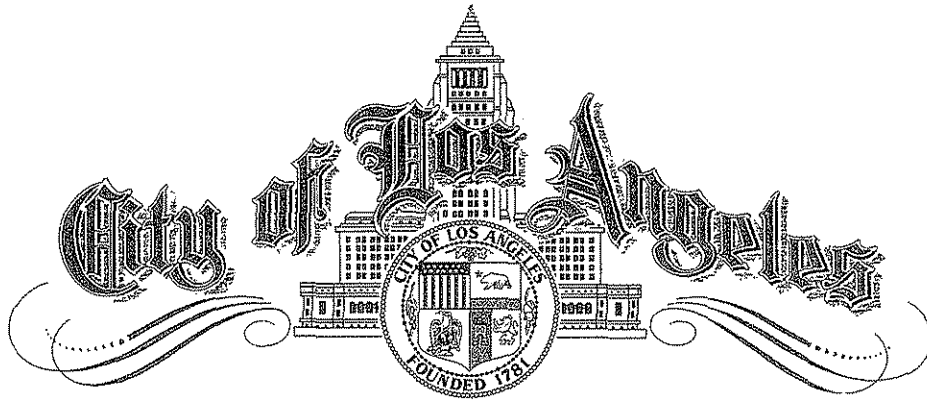
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<b>Bachelor of Arts</b> OCCIDENTAL COLLEGE	1997 LOS ANGELES, CALIFORNIA
<i>Major: Politics, with an emphasis in American Politics</i> <i>Model United Nations Delegate</i>	

## AWARDS

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<b>Volunteer of the Year, NORTH VALLEY FAMILY YMCA</b>	2005
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ERIC GARCETTI  
MAYOR

July 18, 2013

Ms. Monica Rodriguez

Dear Ms. Rodriguez:

I am pleased to inform you that I hereby appoint you to the Board of Public Works Commission for the term ending June 30, 2014. In order to complete the process as quickly as possible, there are several steps that must be taken, many of which require visiting City Hall. If you require parking during these procedures, please call Justin Gonzalez in my Office at (213) 364-0506 to make arrangements for you.

To begin the appointment process, please review, sign and return the enclosed City Commissioner Ethics Pledge, Undated Separation Forms, and Background Release **within one week** of receiving this letter. These documents are necessary to ensuring the most efficient, open and accountable City government possible. Further, Mayor's Office policy requires you to be fingerprinted as part of the background check that is done on all potential Commissioners. To do so, please bring this letter to the Background Unit of Employment Services Division, Personnel Department Building, 700 East Temple Street, Room 235, Los Angeles, California 90012. The division phone number is (213) 473-9343. Fingerprints must be taken **within three working days** from the **receipt** of this letter.

Under separate cover you will be receiving a packet from the City Ethics Commission containing information about the City's conflict of interest laws and a copy of the State Form 700/Statement of Economic Interests. You are required to complete and return this form **within 21 days** of your nomination to the City Ethics Commission, 200 North Spring Street, City Hall, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Shannon Prior at the Ethics Commission at (213) 978-1960.

Ms. Monica Rodriguez  
July 18, 2013  
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As part of the City Council confirmation process, you will need to meet with Felipe Fuentes, your Councilmember, and Councilmember Joe Buscaino, the Chair of the Public Works and Gang Reduction Committee, to answer any questions they may have. You will be hearing from a City Council committee clerk who will let you know when your appointment will be considered by the Public Works and Gang Reduction Committee. Some time thereafter, you will be notified by the committee clerk when your appointment will be presented to the full City Council for confirmation. Once you are confirmed, you will be required to take the oath of office in the City Clerk's Office in Room 395 of City Hall. Julie Ciardullo with the Mayor's staff will assist you during the confirmation process if you have questions.

Commissioners must be residents of the City of Los Angeles. If you move at any point during your term, have any changes in your telephone numbers, or in the future plan to resign (resignation must be put in writing), please contact my office immediately.

Congratulations and thank you for agreeing to serve the people of Los Angeles.

Sincerely,

A handwritten signature in black ink, appearing to read 'E. Garcetti', with a horizontal line extending to the right.

ERIC GARCETTI  
Mayor

EG:dlg

Attachment I  
Ms. Monica Rodriguez  
July 18, 2013

**Nominee Check List**

**XIII. Within three days:**

- Get fingerprinted to complete a background check.**  
No appointment is necessary. Bring the Mayor's letter to:  
Background Unit of Employment Services Division, Personnel  
Department Building, 700 East Temple Street, Room 235, Los Angeles,  
California 90012. Phone: (213) 473-9343.

**XIV. Within seven days:**

Mail, fax or email the following forms to: Julie Ciardullo, Office of the Mayor,  
Office of External Affairs, City Hall, 200 N. Spring Street, Los Angeles, CA 90012  
or fax: (213) 978-0720 or email: julie.ciardullo@lacity.org.

- Ethics Pledge**
- Undated Separation Forms**
- Background Check Release**
- Commissioner Information Sheet/Voluntary Statistics**

**XV. Within 21 days:**

File the following forms with the City Ethics Commission. *If you are required to file, you will receive these forms in the mail from that office.*

- Statement of Economic Interest ("Form 700")**  
*IMPORTANT:* The City Council will not consider your nomination until  
your completed form is reviewed by the Ethics Commission.
- Residence Verification Form**

**XVI. As soon as possible, the Mayor's Office will schedule a meeting with you and:**

- Your City Councilmember Felipe Fuentes** (contact at (213) 473-7007).
- Councilmember Joe Buscaino, Chair of the Council Committee**  
**considering your nomination** (contact at (213) 473-7015).

Staff in the Mayor's Office of External Affairs will assist you with these  
arrangements.