

ERIC GARCETTI  
MAYOR

January 6, 2014

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

Honorable Members:

Subject to your confirmation, I have appointed Mr. Rudy Espinoza to the Board of Transportation Commissioners for the term ending June 30, 2016. Mr. Espinoza will fill the vacancy created by Janny H. Kim, who has resigned.

I certify that in my opinion Mr. Espinoza is qualified for the work that will devolve upon him, 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:** Rudy Espinoza  
**Commission:** Board of Transportation Commissioners  
**End of Term:** June 30, 2016

### Appointee Information

1. **Race/ethnicity:** Latino
2. **Gender:** Male
3. **Council district and neighborhood of residence:** 14 - East Los Angeles
4. **Are you a registered voter?** Yes
5. **Prior commission experience:** Human Relations Commission
6. **Highest level of education completed:** M.A., Urban Planning, UCLA
7. **Occupation/profession:** Executive Director, Leadership for Urban Renewal Network
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
Chase, Nicole	North Valley	7	African American	F	23-Sep-13	30-Jun-17
Eisenberg, Eric	Harbor	15	Caucasian	M	14-Aug-13	30-Jun-18
Kang, Bryan	Central	4	Asian Pacific Islander	M	11-Sep-12	30-Jun-17
Kim, Janny H. - RESIGNED	South Valley	5	Asian Pacific Islander	F	05-Jun-12	30-Jun-16
Ly, John	South Valley	2	Asian Pacific Islander	M	14-Aug-13	30-Jun-18
Moss, George E.	South Valley	5	Caucasian	M	19-Dec-05	30-Jun-14
Rodriguez, Stephanie M.	North Valley	6	Latina	F	03-Nov-08	30-Jun-15

## **RUDY ESPINOZA**

### *Biography*

Rudy Espinoza is the Executive Director of Leadership for Urban Renewal Network (LURN), a community development laboratory committed to building sustainable communities in urban areas. Rudy specializes in identifying profitable investment opportunities in low-income communities, researching the informal economy and its innovative entrepreneurs, building private/nonprofit partnerships, and training the working poor to participate in the socio-economic revitalization of their neighborhoods. Rudy has worked at Emerging Markets Inc. and the AARP Foundation where he used his skills to design and manage place-based initiatives with financial institutions, foundations and regional non-profits. Most recently he was a Senior Program Officer at Senior Program Officer at Community Financial Resource Center (CFRC), a Community Development Financial Institution in South Los Angeles where he provided micro-loans and business assistance to street vendors and other informal entrepreneurs. He serves on the Human Relations Commission of the City of Los Angeles, as an Advisory Board Member for the Los Angeles Development Fund, and is a member of the Los Angeles Food Policy Council. Rudy holds degrees in Business Administration and Urban Planning.

# RUDY ESPINOZA

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A community development practitioner with experience designing place-based initiatives for major financial institutions and philanthropic organizations, establishing innovative private-nonprofit partnerships, and providing business assistance to entrepreneurs.

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## SUMMARY OF QUALIFICATIONS

- Significant experience working in various private and public sectors forging double bottom line partnerships, and developing innovative community development programs.
- A proven team builder in various private and non-profit sector settings.
- Effective and efficient problem solver with a passion for innovation and creative strategy.
- Bilingual and seasoned in working with low-income and diverse urban communities.
- Well-versed in social media and mobile technology.
- Proficient in Windows, Mac OS X, Microsoft Office, ArcGIS, Web 2.0/Social Media.

## CORE COMPETENCIES & CAREER ACHIEVEMENTS

### *Strategic Planning*

- Designed and managed the AARP Foundation's Target Communities Initiative in Los Angeles; a place-based strategy that worked to improve the quality of life of low-income, vulnerable residents over the age of 50.
- Designed and launched the Valley of the Sun United Way's Financial Stability Initiative in Phoenix, Arizona; an inter-connected network of agencies promoting income security and asset-building in low-income neighborhoods of Phoenix, Arizona.
- Developed and implemented a year-round asset-building strategy that connected tax-preparation resources to financial education and low-cost bank accounts.

### *Project Management*

- Designed and managed an initiative that provided business assistance and micro-loans to street vendors and entrepreneurs in the informal economy, including the development of a new micro-loan fund to finance Health Department-certified food carts for street vendors with little or no credit or collateral.
- Managed the implementation of Mayor Antonio Villaraigosa's Bank on LA Campaign, an initiative that helped facilitate 38,000 bank account openings in Los Angeles.
- Managed a place-based, community development initiative for Bank of America in Boyle Heights resulting in \$1.4 million in investments.

### *Market Analysis & Segmentation*

- Developed a market segmentation scheme for Wells Fargo's initiative in Oxnard, California in an effort to raise the deposit levels of an under-performing retail bank branch.
- Created a briefing book for the Bank of America Foundation and the retail bank's Los Angeles Marketing Department that provided market research, economic analysis, demographic profiling, asset mapping and a series of memorandums recommending strategic partnerships with community-based organizations.
- Developed a summative report for the Prudential Foundation's place-based efforts in Jacksonville, Florida and Minneapolis, Minnesota.

### *Coalition Building & Community Engagement*

- Facilitated working groups with retail executives and community-based organizations for initiatives supported by two major financial institutions.
- Convened elected officials, bank executives and community groups as part of Mayor Villaraigosa's "Bank on LA" campaign.
- Trained and managed 25 "promotoras" (resident organizers) to promote banking and community resources in Los Angeles.

## PROFESSIONAL EXPERIENCE

**Leadership for Urban Renewal Network** **March, 2013 - Present**  
Executive Director Los Angeles, CA

- Leadership for Urban Renewal Now is dedicated to building sustainable communities through innovative urban planning strategies, action-oriented research, and community-based advocacy.

**Community Financial Resource Center** **May, 2011 - March, 2013**  
Senior Program Officer, Local Economic Development Initiatives Los Angeles, CA

- Community Financial Resource Center is a Community Development Financial Institution that supports small businesses and consumers with wealth-building tools that include small business loans, accelerated savings accounts, and education.

**AARP Foundation** **September, 2010 - May, 2011**  
Target Community Partner Los Angeles, CA

- The AARP Foundation is the charitable arm of AARP. The organization is dedicated to serving vulnerable people, 50+ by creating solutions that help them secure the essentials and achieve their best life.

**Emerging Markets, Inc.** **January, 2005 - September, 2010**  
Associate Los Angeles, CA

- Emerging Markets, Inc. is a consulting firm that helps the private sector invest in low-income communities through double bottom line, place-based initiatives.
- Clients: Wells Fargo Bank, Bank of America, Prudential Foundation, AARP Foundation, Valley of the Sun United Way, the United Way of Greater Los Angeles, Office of Mayor Antonio Villaraigosa, and Social Compact

## EDUCATION

- Masters of Arts, Urban Planning, 2006 – University of California, Los Angeles
- Bachelor of Science, Business Administration, 2004 – University of California, Riverside

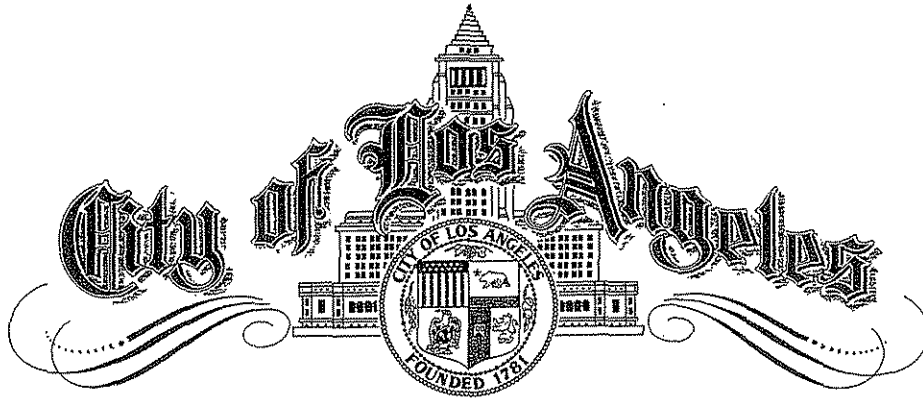
## VOLUNTEER AFFILIATIONS

**City of Los Angeles, Human Relations Commission** **June, 2012 - Present**  
Commissioner

**Los Angeles Development Fund** **November, 2010 - Present**  
Advisory Board Member

**Los Angeles Food Policy Council** **February, 2013 - Present**  
Member

**Esperanza Community Housing** **July, 2013 - Present**  
Board Member



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ERIC GARCETTI

MAYOR

January 6, 2014

Mr. Rudy Espinoza

Dear Mr. Espinoza:

I am pleased to inform you that I hereby appoint you to the Board of Transportation Commissioners for the term ending June 30, 2016. 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) 300-9935 to make arrangements for you.

To begin the appointment process, please review, sign and return the enclosed Remuneration Form, Undated Separation Forms, Background Check Release and Information Sheet **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.

Mr. Rudy Espinoza  
January 6, 2014  
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As part of the City Council confirmation process, you will need to meet with Jose Huizar, your Councilmember, and Councilmember Mike Bonin, the Chair of the Transportation 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 Transportation 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".

ERIC GARCETTI  
Mayor

EG:dlg

Attachment I  
Mr. Rudy Espinoza  
January 6, 2014

**Nominee Check List**

**I. 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.

**II. 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: 213-978-9719 or email: julie.ciardullo@lacity.org.

\_\_\_\_\_ **Remuneration Form**  
\_\_\_\_\_ **Undated Separation Forms**  
\_\_\_\_\_ **Background Check Release**  
\_\_\_\_\_ **Information Sheet/Voluntary Statistics**

**III. 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**

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

\_\_\_\_\_ **Your City Councilmember Jose Huizar** (contact at 213-473-7014).  
\_\_\_\_\_ **Councilmember Mike Bonin, Chair of the Council Committee**  
**considering your nomination** (contact at 213-473-7011).

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