



KAREN BASS
MAYOR

April 22, 2025

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

Honorable Members:

Subject to your confirmation, I have appointed Mr. Julio Esperias, Jr. to the South Los Angeles Area Planning Commission for the term ending June 30, 2026.

I certify that in my opinion Mr. Esperias is especially qualified by reason of training and experience for the work which shall devolve upon him, and that I make the appointment solely in the interest of the City.

Mr. Esperias will fill the vacancy created by the departure of Christopher Torres.

Sincerely,

A handwritten signature in black ink that reads 'Karen Bass'.

KAREN BASS
Mayor

KB:lap

Attachment

COMMISSION APPOINTMENT FORM

Name: Julio Esperias, Jr.
Commission: South Los Angeles Area Planning Commission
End of Term: 6/30/2026

Appointee Information

1. **Race:** Latinx
2. **Gender:** Male
3. **Council District and neighborhood of residence:** 9 - South LA
4. **Are you a registered voter in the City of Los Angeles?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** B.A., Legal Studies, University of California, Santa Cruz
7. **Occupation/profession:** Director of Communications, Western Justice Center
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Appointment
10. **Current composition of the commission (excluding appointee):**

Commissioner	APC	CD	Race	Gender	Term End
Orozco, Jaqueline	South LA	9	Latinx	F	6/30/2025
Vasquez, Steven	South LA	10	Latinx	M	6/30/2028
VACANT					
Bates, Eric	South LA	10	African American	M	6/30/2027
Pruitt, Stacey	South LA	10	African American	F	6/30/2029

Julio C. Esperias, Jr.

EDUCATION

University of California, Santa Cruz
Legal Studies/B.A.

Santa Cruz, CA
Graduated June 2004

- Political Theory, Law, and Public Institutions

EXECUTIVE SUMMARY

Communications strategic professional with over 10 years of experience leading public relations, media relations, and narrative development strategies for nonprofit organizations, public agencies, and advocacy initiatives. Proven ability to develop and implement comprehensive communications plans that elevate organizational visibility, secure positive media coverage, and engage key audiences across sectors, including health equity, government services, and public affairs.

Expertise In:

- Strategic Communications
- Government and External Affairs
- Coalition-Building
- Community and Stakeholder Relations
- Message Development
- Community Organizing
- Marketing and Advertising
- Political Campaigns for Candidates and Ballot
- Education Awareness Initiative Management
- Media Relations
- Digital and Social Media Development
- Organizational Branding
- Development and Capacity Training
- Grant and RFP writing/ Fundraising

WORK EXPERIENCE

Director of Communications

Western Justice Center

Los Angeles, CA
March 2025 - Present

- Develop and execute strategic communications plans, amplifying the voices of BIPOC students and community partners through ethical, asset-based storytelling.
- Manage content creation and digital engagement, overseeing newsletters, social media, website updates, and fundraising campaigns to drive awareness and donor support.
- Lead media relations and thought leadership efforts, securing press coverage, crafting key narratives, and positioning the organization as a leader in Conflict Resolution Education and Restorative Justice.
- Collaborate with leadership and program teams to align communications with strategic goals, mentor staff, and enhance organizational impact.

Account Director

Fenton Communications

Los Angeles, CA
May 2024 - February 2025

- Develop and execute communications strategic plans, manage budgets, and serve as the primary client strategist, ensuring the smooth day-to-day management of clients within the nonprofit and philanthropic sector.
- Served as the primary media relations lead, securing media placements and crafting executive communications, including press releases, thought leadership op-eds, and crisis management talking points.
- Key responsibilities include leading media campaigns for mid-sized clients, developing long-term communication engagement strategies, and editing and reviewing press materials, including press releases, fact sheets, executive talking points, and op-eds.
- Supervised and mentored junior staff, fostering a collaborative work environment focused on professional development and project excellence.

- Created and implemented communications toolkits to enhance county-wide voter education in partnership with the LA County Registrar-Recorder/County Clerk. Leveraged cross-departmental collaborations to distribute digital content to over 2 million county residents. Oversaw the management of the digital toolkit site hosted on a WordPress platform.
- Lead strategist for health-related initiatives, including the \$4.7 billion California Youth Behavioral Health Initiative, where I developed a comprehensive messaging framework to simplify and amplify awareness of 14 workstreams related to mental health care for youth across California.

Community Coalition

Senior Communications Manager

Los Angeles, CA

April 2022 - May 2024

- Worked with the Executive Team to lead narrative development of issue campaigns that position Community Coalition as a leading social justice organization. This includes successfully developing campaigns that reach South Los Angeles residents, local and statewide decisionmakers by expertly curating communications strategies that inform messaging and tactics.
- Managed the strategy and implementation of the Community Coalition's social media content calendar, including the creation of graphics, images, and written content. Leveraged digital marketing platforms such as Hootsuite, Meltwater, MailChimp, and Canva Pro to support media relations and social media outreach. Utilized Google Analytics to monitor website traffic and engagement metrics. Also managed the Community coalition website that was on wordpress platform.
- As part of the overall community organizing strategy, identify Community Coalition members to recruit and train to serve as media spokespersons for the organization (English and Spanish), that are able to strategically communicate about our issue campaigns.
- As the primary point of contact for media members, responsible to write and issue press releases and advisories, offer quotes, and cultivate relationships with key reporters. Highly skilled in communicating effectively with diverse audiences, including members, donors, and funders.
- Collaborated with the Development Team to design fundraising strategies that leveraged communication tools to achieve contribution and donor engagement goals. Managed the CRM system to maintain donor and membership records and created targeted lists for strategic outreach and engagement efforts.
- Spearheaded the communications strategy for a lawsuit challenging the LAPD's unconstitutional traffic stops, earning national media coverage and elevating the coalition's leadership role in justice-related issues affecting community health and safety.

Imprenta Communications Group

Senior Account Manager

Los Angeles, CA

April 2019 - March 2022

- Led communications strategies for The California Endowment's \$1 billion Building Healthy Communities initiative, implementing earned media and public affairs strategies across 14 underserved regions impacted by health disparities.
 - Communications strategist for the first iteration of the Right to Counsel campaign with SAJE; included branding elements of the coalition; media pitching and story development, and secured media coverage.
 - Secured Op-Ed placement for executive team of the California Endowment in the San Francisco Chronicle, Los Angeles Times, and the New York Times positioning them as thought leaders.
 - Supported crisis-management strategies for Dr. Barbara Ferrer, Director of LA County Public Health in the midst of the COVID Pandemic.
- Developed earned media relations and community engagement plans for Frontier Communications, a Fortune-500 telecommunication company. Executed a California statewide Chromebook distribution program to help close the Digital Divide in California communities. Pitched general and ethnic media and secured coverage from key local and regional media outlets across the state, positioning C-suite executives as subject matter experts in technology.
- Directed a \$1.5 million voter communications campaign for the Democratic Congressional Campaign Committee (DCCC), overseeing the creation of political digital ads in both English and Spanish that boosted voter turnout and contributed to key wins in battleground states.

- Led and managed a team of account coordinators and associates, promoting collaboration and teamwork to successfully implement plans and achieve results.
- Experienced in working with State Agencies such as the Department of Financial, Protection and Innovation to create outreach education awareness campaigns. Worked with key government staff to develop and implement multi-layered approaches to raising awareness on the public engagement process, which involves partnering with local trusted community groups to help share in-language information and engaging in robust earned media efforts with local and regional ethnic and mainstream outlets.
- Acted as Spanish-language spokesperson for the California Mortgage Relief Program, engaging diverse communities and securing widespread media coverage in outlets such as Univision, Telemundo, and major radio networks.
- Effectively managed and executed social media an influencer campaign for Altamed, centered on the 2020 Census, with a focus on tracking and analyzing performance metrics.

Dakota Communications

Los Angeles, CA

Senior Account Executive - External Affairs and Community Relations

March 2016 - April 2019

- Served as a public outreach specialist in assisting a solar energy company in Southern California, in building a community relations portfolio. Lead efforts in identifying key stakeholders and community groups to build strategic partnerships and philanthropic efforts.
- Local Advocate (External affairs) for Los Angeles Community College District on matters related to higher education policies before the County of Los Angeles Board of Supervisors and countywide governmental agencies. Also identified potential partnership and funding opportunities between the County of Los Angeles, METRO, Investor Owned Utilities, and LACCD.
- Led the public outreach program for the Water Replenishment District's Groundwater Reliability Improvement Program (GRIP), developing strategic outreach plans and stakeholder engagement activities.
- Served as the public outreach lead for the METRO Crenshaw Line extension into West Hollywood, securing stakeholder support and media coverage.
- Political Clients: Measure M - Los Angeles County (passed, 2017), Los Angeles Community College District Measure CC (passed, 2017), Monica Rodriguez - Los Angeles City Council Independent Expenditure (Los Angeles Jobs PAC), Yellow Cab PAC (Independent Expenditures for Curren Price and Gil Cedillo), among others.

AIRBNB, Inc

Los Angeles, CA

Lead Organizer, Public Policy and Communications

September 2015 - March 2016

- Led the mobilization team through organizing and digital tool training, streamlined team workflows, communication, and internal processes that resulted in shaping the short - term rental policy framework for various jurisdictions in LA County.
- Systematized LA's strategic partnerships program that included 30+ partners by managing budget, timely payment processing, digital ad coordination, representing the company at political events, maintaining existing relationships, identifying new opportunities, and coordinating logistics for events.

City of Los Angeles - Council District 14

Los Angeles, CA

Senior Field Deputy

April 2012 - September 2015

- Advanced the Councilmembers public policy agenda on a broad range of issues and was the point person on matters to public safety, small businesses, transportation, and housing, which included drafting issue briefs that provided policy recommendations, actions and talking points.
- Aided on transportation issues providing guidance on CalTrans matters related to the expansion of SR-710 and working with tenants that lived in properties owned and controlled by CalTrans. As such helped draft a resolution and motion against the expansion of the freeway.
- Represented the Councilmember at various meetings and community events while coordinating, executing, and fundraising for district-wide events and town hall forums.

OTHER EXPERIENCE

SEIU-UHW

Organizer

Los Angeles
August 2011 - April 2012

Los Angeles Neighborhood Land Trust

Community Organizer

Los Angeles
August 2010 - July 2011

Great Minds in STEM

Communications and Programs Manager

Los Angeles
May 2009 - August 2010

NALEO Educational Fund

Executive Assistant & National Membership Coordinator

Los Angeles
June 2006 - May 2009

Southwest Voter Registration and Education Project

Special Assistant to President

Los Angeles
November 2004 - April 2005

CIVIC & COMMUNITY ENGAGEMENT

California Democratic Party

Credentials Committee, and Executive Board, 57th AD

January 2015 - Present

Los Angeles County Democratic Party

Member, Ballot Measures Committee

**2022 Democratic of the Year Award*

January 2020 - Present

South Central Democratic Club

Founder, and President

February 2023 - Present



KAREN BASS
MAYOR

April 22, 2025

Dear Mr. Esperias:

I am pleased to inform you that I hereby appoint you to the South Los Angeles Area Planning Commission for the term ending June 30, 2026, subject to confirmation by the City Council.

To begin the appointment process, please review, sign, and return the enclosed Remuneration Form and undated Letters of Separation **within one week** of receiving this letter. These documents are necessary to ensure the most efficient, open, and accountable city government possible.

Mayor's Office policy requires all potential commissioners to be fingerprinted as part of the background check. The Commissions team will assist in connecting you with Personnel's Background Unit so that you may schedule an appointment to have this done. You must schedule the appointment **within one week** of receiving this letter.

Should this apply to your commission, 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 via the California Fair Political Practices Commission's e-Disclosure website, or by mailing the forms to City Hall at 200 N. Spring Street, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Samantha Rodriguez at the City Ethics Commission by email at samantha.rodriguez@lacity.org.

As part of the appointment process, Curren Price, your Councilmember, and Councilmember Bob Blumenfield, the Chair of the Planning and Land Use Management Committee, may wish to meet with you to answer any questions they have. Our office will assist with arranging these meetings.

Mr. Julio Esperias
April 22, 2025
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Additionally, you will be required to attend public meetings at City Hall where your appointment will be considered. You will be hearing from our office and a City Council Clerk who will let you know when your appointment will be considered by the Planning and Land Use Management Committee. Sometime thereafter, you will be notified of the date when your appointment will be presented to the full City Council. Before you may begin serving, you will be required to take the Oath of Office in the City Clerk's Office located in Room 395 of City Hall. If you require parking for these meetings, please contact my Commissions team by email at myr-commissions@lacity.org.

Per the City Charter, most commissioners must be registered voters of the City of Los Angeles, and must therefore reside within Los Angeles. If you move at any point during your term, or your contact information changes, please contact my Commissions team immediately at the email address listed below. While we hope that you complete a successful term, if for some reason you intend to resign, please do so in writing to my Commissions team at myr-commissions@lacity.org.

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

Sincerely,

A handwritten signature in black ink that reads "Karen Bass". The signature is written in a cursive, flowing style.

KAREN BASS
Mayor

KB:lap

Attachment I
Mr. Julio Esperias, Jr.
April 22, 2025

Nominee Check List

I. Within 7 days:

- Email the below completed documents, found on the last three pages of this letter, to: myr-commissions@lacity.org OR mail them to:

Office of the Mayor
Attn: Luz Portillo
200 N. Spring Street, Room 303
Los Angeles, CA 90012

- Remuneration Form
- Undated Separation Letters (2)

- Schedule an appointment to get fingerprinted to complete a background check. The Commissions team will assist in connecting you with the Personnel Background Unit.

II. Before your appointment is heard in committee or full council (you will be contacted by the Clerk's Office with this date):

- File the following forms with the City Ethics Commission. If you are required to file, you will receive these forms via email from that office. Be sure to take no more than 21 days to file, per City law.

- 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.
- CEC Form 60

III. The Mayor's Office will notify the below Councilmembers of your nomination, so that they may reach out to schedule a meeting with you should they wish.

- Your City Councilmember Curren Price
- Councilmember Bob Blumenfield, Chair of the Council Committee considering your nomination

IV. Public Meetings at City Hall:

- Planning and Land Use Management Committee Hearing
- Full Council Hearing