



February 13, 2024

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

Honorable Members:

Subject to your confirmation, I have appointed Mr. Juan Aquino to the City Planning Commission for the term ending June 30, 2028.

I certify that in my opinion Mr. Aquino 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. Aquino will fill the vacancy created by the departure of Helen Leung.

Sincerely,

A handwritten signature in black ink that reads "Karen Bass". The signature is fluid and cursive, with the first name "Karen" and last name "Bass" clearly distinguishable.

KAREN BASS  
Mayor

KB:tga

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Juan Aquino  
**Commission:** City Planning Commission  
**End of Term:** 6/30/2028

### 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:** Masters of Urban Planning and Economic Development, University of California, Los Angeles, Masters of Public Policy and International Affairs Course Work, Sacramento State University, Masters of Public Policy & International Affairs Program, University of California, Berkeley
7. **Occupation/profession:** Senior Manager, West Region Lead, Capitol One Bank
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
Lawshe, Monique	Central	4	African American	F	6/30/2024
Choe, Caroline	North Valley	7	API	F	6/30/2026
Gold, Ilissa	Central	5	Caucasian	F	6/30/2027
Aquino, Juan	South LA	9	Latinx	M	6/30/2028
Mack, Karen	Central	4	African American	M	6/30/2025
Newhouse, Michael	West LA	11	Caucasian	M	6/30/2024
Zamora, Elizabeth	South LA	10	Latinx	F	6/30/2028
Cabildo, Maria	East LA	14	Latinx	F	6/30/2025
Noonan, Jacob	East LA	14	Caucasian	M	6/30/2027

# Juan Aquino

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## Profile

Passionate and strategic leader with a profound commitment to social justice, philanthropy, and the common good. Leveraging a robust background in program leadership, problem-solving, and collaboration, dedicated to championing the mission of organizations by effectively managing programmatic initiatives. My focus on promoting racial equity, conducting gender analysis, advancing economic justice, and addressing structural bias underscores a demonstrated commitment to supporting and uplifting Black, Indigenous, and people of color-led groups and formations. With a proven track record of driving positive change, I bring a unique blend of vision, expertise, and advocacy to create lasting impact in the pursuit of a more just and equitable society.

## Experience

### **SENIOR MANAGER, WEST REGION LEAD | CAPITAL ONE BANK | JANUARY 2016-PRESENT**

- Responsible for implementing Capital One's social corporate responsibility impact initiative by identifying, sourcing, developing, and implementing effective Community Reinvestment Act (CRA) programs that address the gaps and challenges of low-and-moderate income families and individuals
- Manage a portfolio of over 300 mission driven and grassroots nonprofit organizations across Oregon, Washington State, California, Arizona, Nevada, and Texas focusing on affordable housing, workforce development, education, small business, financial wellbeing, and digital access
- Collaborate with the design team to implement high impact asset building programs
- Other responsibilities include people management, establishing relationships with internal and external stakeholder groups to advance Capital One's socioeconomic mobility strategy
- Mentored junior staff members, providing guidance on career development opportunities
- Worked with senior management on strategy development and execution planning

### **DIRECTOR OF PROGRAMS | LIFT COMMUNITIES | JANUARY 2012-JANUARY 2016**

- Led the design and implementation of a financial coaching program as an intervention for breaking the cycle of poverty
- Responsible for the management and operations of all programmatic activities with a one million plus budget including managing a team of 10 staff and 25 volunteers
- Under my leadership, LIFT enrolled over 300 community members into our wrap around services program
- Served as the external face of LIFT-LA to increase visibility and brand awareness locally and nationally which included being a spokesperson for Spanish media
- Developed strategic partnerships and established community partnerships with an array of constituent groups including nonprofits, government agencies, universities, corporate and informal associations
- Other responsibilities included fundraising, developing, and executing LIFT's strategic plan, budgeting, preparing reports to highlight programmatic accomplishments to executive management, board and funders, working with community members one-on-one, implementing strategies that help drive impact at

both the local and national levels, and providing oversight of our constituent voice initiative (constituent voice is LIFT's customer satisfaction management system)

- Mentored junior staff members on best practices related to program management

#### **PROGRAM OFFICER II | FIRST 5 LA | JANUARY 2010-JANUARY 2012**

- Responsible for managing an \$8 million portfolio
- Developed program models that included outcomes-based frameworks, appropriate theories of change and logic models
- Responsible for identifying new funding partners, grantees and contractors to release First 5 LA funds
- Managed grant funding pools from cradle to career which included: developing Requests for Proposals/Qualifications, developing scopes of work, analyzing budgets, producing award letters, and negotiating contract agreements
- Led the inter-departmental coordination effort with the First 5 LA Board of Commissioners to ensure efficiency and comprehensiveness of program/project designs and strategic planning
- Identified and capitalized on leveraging opportunities to increase the scope and comprehensiveness of assignments related to program development, design, and program enhancements
- Completed needs assessments in a timely manner to identify appropriate programmatic objectives, funding approaches, leveraging opportunities and program related policy activities

#### **ASSOCIATE | EMERGING MARKETS INC. | JANUARY 2005-JANUARY 2010**

- Managed the firm's five place-based initiatives with top 10 banks and supermarkets
- Implemented urban planning principles to spur community economic development efforts in low-income neighborhoods
- Conducted primary, secondary, and nontraditional market research, analyzing the research and bringing investment recommendations to bank and supermarket clients
- Other key responsibilities included structuring and leveraging community partnerships to achieve optimal double-bottom line results
- Created logic models and program evaluation frameworks
- Conducted nonprofit assessments, provided technical assistance to community organizations, monitored the grant process, served as the primary program manager and evaluator of each grant
- Developed and managed strategic partnerships between financial institutions and community organizations as part of a neighborhood delivery system, delivering financial literacy programs, conducting focus groups, managing consultants, and conducting community needs assessments to evaluate each place-based initiative

#### **PROGRAM MANAGER | CAL/EPA, ENVIRONMENTAL JUSTICE UNIT | JANUARY 2003-JANUARY 2004**

- Drafted the state's first regulations to implement an Environmental Justice Small Grants Program - facilitating processes with external stakeholders and the Office of Administrative Law
- Policy Advisory to the Assistant Secretary of Cal/EPA on statewide environmental and social issues related to environmental justice
- Facilitated agency wide environmental justice training programs for staff and assisted in the development of agency initiatives and strategies
- Conducted community outreach on various environmental topics throughout California, working directly with community-based organizations, environmental groups, business, and local and federal entities

- Analyzed and provided guidance on legislation dealing with statewide implementation of environmental justice initiatives-- providing presentations to senior agency management
- Conducted regular briefings with the Secretary, Assistant Secretary, and other senior state officials

## Education

MASTERS OF URBAN PLANNING AND ECONOMIC DEVELOPMENT | JUNE 2006 | UNIVERSITY OF CALIFORNIA, LOS ANGELES

BACHELOR OF ARTS IN SOCIOLOGY AND SPANISH | JUNE 2001 | UNIVERSITY OF CALIFORNIA, SANTA BARBARA

MASTERS OF PUBLIC POLICY AND INTERNATIONAL AFFAIRS COURSE WORK | JUNE 2004 | SACRAMENTO STATE UNIVERSITY

MASTERS OF PUBLIC POLICY & INTERNATIONAL AFFAIRS PROGRAM | JUNE 2000 | UNIVERSITY OF CALIFORNIA, BERKELEY

## Skills & Abilities

- Cybergrants Management System
- Google Suite (i.e., sheets, slides, forms)
- Microsoft 365
- Native Spanish Speaker (oral and written)
- Data Driven Decisionmaker
- Strategic, Adaptable and Creative Problem Solver
- Fun and Energetic

## Volunteer Experience

- Advisory Board Member | Los Angeles, CA | UCLA Luskin School of Public Affairs | June 2023-Present
- Board Member | San Francisco, CA | California Association for Micro Enterprise Opportunity | 2019-Present
- Advisory Board Member | Los Angeles, CA | Genesis, LA | January 2012-Present
- President | Los Angeles, CA | South Los Angeles Area Planning Commission | January 2008-November 2016
- Board Member | Los Angeles, CA | South Central Family Health Care Center | June 2005-November 2010

## Publications

- Understanding Different Types of Low-Income Neighborhoods (Community Investments, Spring 2010 Volume 22, Issue 1)



February 13, 2024

Dear Mr. Aquino:

I am pleased to inform you that I hereby appoint you to the City Planning Commission for the term ending June 30, 2028, 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 eDisclosure 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 Nicole Enriquez at the City Ethics Commission by email at [nicole.enriquez@lacity.org](mailto:nicole.enriquez@lacity.org).

As part of the appointment process, Curren Price, your Councilmember, and Councilmember Marqueece Harris-Dawson, 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. Juan Aquino  
February 13, 2024  
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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](mailto: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](mailto: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 fluid and cursive, with the first name "Karen" and the last name "Bass" clearly distinguishable.

KAREN BASS  
Mayor

KB:tga



Attachment I  
Mr. Juan Aquino  
February 13, 2024

## **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](mailto:myr-commissions@lacity.org) OR mail them to:

Office of the Mayor  
Attn: Thomas Arechiga  
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 Marqueece Harris-Dawson, Chair of the Council Committee considering your nomination

### **IV. Public Meetings at City Hall:**

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