



November 16, 2023

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Lydia Avila-Hernandez to the East Los Angeles Area Planning Commission for the term ending June 30, 2025.

I certify that in my opinion Ms. Avila-Hernandez is especially qualified by reason of training and experience for the work which shall devolve upon her, and that I make the appointment solely in the interest of the City.

Ms. Avila-Hernandez will fill the vacancy created by the departure of Sarah Rascon.

Sincerely,

KAREN BASS
Mayor

KB:tga

Attachment

COMMISSION APPOINTMENT FORM

Name: Lydia Avila-Hernandez
Commission: East Los Angeles Area Planning Commission
End of Term: 6/30/2025

Appointee Information

1. **Race:** Latinx
2. **Gender:** Female
3. **Council District and neighborhood of residence:** 14 - East LA
4. **Are you a registered voter in the City of Los Angeles?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** Bachelors, Urban and Environmental Policy, Occidental College
7. **Occupation/profession:** Director of Power Building Programs, California Calls
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
Marquez, David	East LA	1	Latinx	M	6/30/2024
VACANT	East LA				6/30/2025
Yap, Michael	East LA	4	API	M	6/30/2028
Gutierrez, Gloria	East LA	14	Latinx	F	6/30/2027
Song, Eunice	East LA	14	API	F	6/30/2026

Lydia Avila

Lydia has 22 years of experience leading multi-faceted local and statewide community outreach campaigns. Her family's connection to the Eastside goes back over 50 years.

EXPERIENCE

California Calls, Los Angeles — *Director of Power Building Programs*

JULY 2014 - PRESENT

- Coordinated 26 statewide voter outreach programs in 18 counties contacting over 1 million voters.
- Led a statewide voter registration drive that registered over 16,000 California residents.
- Manages volunteer recruitment programs that have mobilized over 19,000 volunteers since 2014.
- Manages California Calls Alliance's Training and Leadership development program which serves 200-400 organizers annually.
- Directly Supervises the six staff.

InnerCity Struggle, Los Angeles — *Director of Community Organizing and Civic Engagement*

JUNE 2011 - JUNE 2014

- Coordinated efforts to contact over 40,000 voters in the Eastside through 8 Civic Engagement Programs
- Helped recruit and mobilize over 1,000 volunteers
- Created bilingual curriculum and training for members, staff, and allies.
- Developed and implemented plans for a new Civic Engagement organizing component

East LA Community Corporation, Los Angeles — *Community Organizer*

APRIL 2005 - JUNE 2011

- Led door-to-door outreach drives to recruit members and identify leaders helping to grow the organization's membership base from 250 to over 1,300 members
- Planned and facilitated monthly neighborhood committee meetings to gather authentic community feedback, town halls, large-scale community events, mutual aid, and ELACC's annual Leadership Academy.

United Farm Workers, Los Angeles — *Affordable Housing Project Assistant*

JULY 2002 - JANUARY 2005

- Assisted with the preparation of multi-million dollar affordable housing projects and funding applications
- Researched and identified potential sites for affordable housing throughout the Southwest

EDUCATION

Occidental College, Los Angeles — *Bachelors, Urban and Environmental Policy*

September 2001 - June 2005

University of Southern California, Los Angeles — *Community Scholar, Urban Planning*

January 2007 - June 2007

TRAINING AND LEADERSHIP DEVELOPMENT

City University of New York Leadership Center for Democracy and Social Justice Movement Leader Fellow

January 2022-November 2022

Rockwood Leadership Institute Fellow

August 2021

SKILLS

- Fluent in Spanish, both written and spoken.
- Excellent knowledge of word processing, spreadsheet, and multimedia presentation software.



KAREN BASS
MAYOR

November 16, 2023

Dear Ms. Avila-Hernandez:

I am pleased to inform you that I hereby appoint you to the East Los Angeles Area Planning Commission for the term ending June 30, 2025, 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.

As part of the appointment process, Kevin de Leon, 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.

Ms. Lydia Avila-Hernandez
November 16, 2023
Page 2

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 fluid and cursive, with the first name "Karen" and last name "Bass" clearly distinguishable.

KAREN BASS
Mayor

KB:tga

Attachment I
Ms. Lydia Avila-Hernandez
November 16, 2023

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: 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 Kevin de Leon
- ☐ 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