



ERIC GARCETTI
MAYOR

November 18, 2021

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Daedre Levine to the South Los Angeles Area Planning Commission for the term ending June 30, 2024. Ms. Levine will fill the vacancy created by Antoinette Anderson, who has resigned.

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

Sincerely,

ERIC GARCETTI
Mayor

EG:tga

Attachment

COMMISSION APPOINTMENT FORM

Name: Daedre Levine
Commission: South Los Angeles Area Planning Commission
End of Term: 6/30/2024

Appointee Information

1. **Race/ethnicity:** Caucasian
2. **Gender:** Female
3. **Council district and neighborhood of residence:** 10 - South LA
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** MPA, Columbia University
7. **Occupation/profession:** Vice President of Marketing and Communications, NationBuilder
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	Ethnicity	Gender	Term End
Vacant					
Bates, Eric	South LA	10	African American	M	30-Jun-22
Orozco, Jaqueline	South LA	15	Latina	F	30-Jun-20
Stern, Stevie	South LA	10	Caucasian	F	30-Jun-21
Willis, Gail A.	South LA	10	African American	F	30-Jun-23

Daedre E. Levine

Overview

Extensive experience in strategic internal and external communications, cause related marketing, crisis communications, reputation management, public affairs and advocacy, coalition building, managing teams, budgets and stakeholder relationships. Senior executive leadership roles in public sector marketing, public policy, community engagement, governmental affairs, sustainability consulting, campaign and communications management, market research and change management.

Senior Level Career Snapshot:

- Vice President of Marketing and Communications, NationBuilder
- Director of Communications, Mayor Eric Garcetti, City of Los Angeles
- Senior Vice President, Revolution Messaging
- Stakeholder Director, Australian Marriage Equality
- Owner & Founder, Dae Levine Consulting
- Managing Director, Republic of Everyone
- Head of Communications, Greenpeace Australia Pacific
- Executive Director, Essential Research, EMC
- Director of Media Relations, Planned Parenthood Federation of America
- Adjunct Faculty, Columbia University, School of International & Public Affairs
- Executive Director, Vote for America
- Founding Partner, Levine/McEvoy Fundraising Consultants

Selected Achievements

- Highly experienced in crisis and reputational risk management. I directed Mayor Garcetti's communications while also managing public response to demonstrations for racial equity amidst the growing challenges of homelessness and climate change. I am in charge of all communications for more typical emergencies as well, such as when there is a fire or earthquake.
- While at Greenpeace I instituted a monthly crisis check in using a crosstab matrix to analyze any upcoming threats and plan responses. We used this as our guide when we faced a devastating financial crisis at the organization, and when nine of our employees were imprisoned in Russia.
- I have held senior external affairs and government positions, including being a member of the Mayor of Los Angeles' Executive Team, Stakeholder Director for a successful overseas national campaign that required not only a public vote but parliamentary action, Acting CEO of an organization that passed the first carbon price in the world, and key member of a Presidential campaign team.
- My role in Australia's successful campaign for marriage equality was to build the national infrastructure required to win the public vote that would lead to Parliamentary action. I used research to inform our strategy and build a campaign of influential sector allies across the country. We also became the first national organization in Australia for LGBTIQ+ rights, and as such it was part of my role to bring together the disparate and at times conflicting groups across the cities, regions and states under that umbrella to agree on strategy and messaging.

Education

Columbia University, New York, NY MPA (Applied Policy Analysis/Electoral Policy)
Barnard College, New York, NY BA (English/Creative Writing)

Citizenship

United States of America & Australia

NationBuilder, Vice President of Marketing and Communications, Los Angeles, 2021–present

Direct marketing and communications operations for international software company.

Office of Mayor Eric Garcetti, Director of Communications, Los Angeles, CA, 2019–2021

Direct communications strategy and implementation for Mayor Eric Garcetti. The team I lead shapes his public agenda across all issue areas including, but not limited to, COVID-19 response, homelessness initiatives, public safety, LA's Green New Deal, economic development, infrastructure and government innovation. I oversee every component of internal and external communications for the administration, including media relations, digital strategy, crisis communications, speechwriting, marketing, event development and management.

- Manage team of 16 to deliver communications for the Mayor of the second largest city in the country. Lead communications work with all 34 departments and agencies of the city for collaborative communications plans.
- Developed communications strategies during the largest public health risk in modern times. Produced nightly live television briefings watched by millions of Angelenos. High impact communications tactics created trust across Los Angeles and quick adoption of risk mitigation tools such as mask wearing, getting tested and staying physically distanced.
- Worked with pro-bono agencies to produce creative outreach campaigns through "All in for LA" and the LA Mask Print Project.
- Developed a series of interdepartmental communications meetings held every quarter for Los Angeles City Council Communications and Public Information Officers in order to foster a collaborative work environment across city communications teams.

Revolution Messaging, Senior Vice President, Los Angeles, CA, 2017 – 2018

Responsible for West Coast and international business development and client services for Washington, DC based digital communications company.

- Worked with clients such as the Courage Campaign, Service Employees International Union and Greater than Fear on both internal and external communications campaigns.
- Represented Revolution Messaging as a speaker at conferences internationally (UK, Canada, Brazil).
- Delivered strategic communications consulting on international campaigns in Brazil, Iraq, Canada and Australia.

Australian Marriage Equality, Stakeholder Director, Sydney, Australia, 2016 – 2017

Responsible for building the national coalition to win the campaign for same sex marriage in Australia. Led stakeholder groups around the country and collaborated with key partners to develop the structure and grow the level of support for marriage equality in Australia.

- Managed national network of over 530 organizations and leaders.
- Delivered LGBTI Community Statement for marriage equality, organizing over 90 LGBTI organizations and leaders from across the country to submit a statement to Parliamentary leaders.
- Organized, and traveled to, weekly meetings in every capital city across the country to mobilise the network of coalition supporters for marriage equality. These meetings focused on sector support, including the LGBTI support base, corporate supporters, unions, non-profit and human rights groups, religious leaders, family and parenting groups, sports clubs, mental health institutes, arts and culture leaders, educational institutions, local services, multicultural institutions, local government and political associations.

Daedre E. Levine

Dae Levine Consulting, Owner & Founder, Sydney, Australia, 2013 – 2016

Established and grew a private consulting practice with a specialty in sustainability policy and marketing, campaign strategy development, communications planning, research and evaluation. Client engagements included:

- **Sustainability Strategy Consultant – Lend Lease**
Produced annual sustainability reports for the Barangaroo South precinct, a flagship sustainability precinct for Lend Lease in Australia, now being used as a model for global operations. Responsible for copy, design, and overall strategic focus of the reports.
- **Global Head of Communications – Antarctic Ocean Alliance (AOA)**
Responsible for the creation and roll-out of communications strategy designed to support the work of AOA, a coalition of leading environmental and conservation organizations working to establish a network of designated, no-take marine reserves and protected areas in the Antarctic. Helped win the Ross Sea Marine Protected Area.
- **Campaigns Consultant – ActionAid Australia**
Responsible for the strategic development for two campaigns: Safe Cities for Women and Tax Justice. Both were collaborative pieces developing work that rolled out internationally.
- **Communications Strategist – World Wildlife Fund for Nature (WWF) Australia**
Conducted evaluation of Fight for the Reef Campaign as part of the organization's foundation reporting requirements. Wrote strategy for successful UNESCO Great Barrier Reef campaign.

Republic of Everyone, Managing Director, Sydney, Australia, 2012 – 2013

Managed team of 17 people across business development, account management, finance and accounting, strategy, creative, and design to deliver work that matched the brand and vision of Republic of Everyone, a communications and advertising agency whose projects all center on social cause and campaign marketing.

- Oversaw business acquisition in the policy, advocacy and political campaigning areas.
- Produced "The Hero's Handbook," the first in the "If There's One Thing I've Learned" sustainability learning series, which looks at the rise of the Hero Brand and how social enterprise is filling the space between company and NGO. Now translated into Spanish and distributed worldwide.
- Developed the Fairtrade Karma campaign for FairTrade Australia/New Zealand, created the sustainability handbook for Lend Lease's landmark project Barangaroo South, and developed the policy framework for the overall Lend Lease sustainability platform.
- Oversaw the development, analysis and engagement of sustainability policy for businesses, government and nonprofits.

Greenpeace Australia Pacific, Head of Communications/Acting CEO, Sydney, Australia, 2009 – 2012

Managed a team of 17 people spread across media, design, copy, digital, audio visual, and information technology functions. Staff spread across several locations throughout the Pacific region. Acted as the organization's chief communications strategist and brand custodian. Managed crisis communications. Ensured the integrity and effectiveness of the Greenpeace brand and message by leading work to mobilize large numbers of the population to achieve campaigning and organizational goals.

- Worked within a global team to deliver the Global Communications Strategy, unanimously endorsed by all Greenpeace regional office Executive Directors.
- Acted as key leader in a coalition of environmental and labor union organizations to deliver a campaign strategy promoting the policy around the carbon price (Say Yes Australia campaign).
- Increased engagement with our communications (as measured by standard metrics such as report downloads, website visits, email sign ups, and Facebook followers).

Daedre E. Levine

Essential Research, Executive Director, Sydney, Australia , 2006 – 2008

Managed all facets of Essential Research, a division of Essential Media Communications, a research-based public affairs company specialising in strategic communications and media management.

- Managed team of six across two cities delivering research projects to nationwide clients. Nearly doubled revenue in two years.
- Conceived of, developed and managed the execution of the weekly “Essential Report,” a look into Australia’s attitudes and opinions on current events questions. Report is used weekly on Sky News and by various political entities. This report has now grown into a weekly must read for political and social journalists, communications practitioners, policy makers and researchers.
- Managed the design and execution of research tools to support communications strategies, political messaging and policy development. Responsible for marketing, business planning, budget oversight, and staff management.
- Responsible for Essential Research’s creation of and adherence to quality standards. Recommended for International Organization for Standardization ISO 20252 accreditation as a result.

Planned Parenthood Federation of America, Director of Media Relations, New York, NY, 2004 – 2005

Directed media office of national women’s health service delivery and advocacy organization.

- Managed media events such as “Fill my Pill” action at the US Capitol and reaction to congressional budget decisions on sex education funding through Medicare.
- Responsible for managing a multi-city media relations team.
- Oversaw media strategy and all press relations for national and coordinating across all affiliates.
- Created a range of communications policy and procedures manuals, media training guides and digital strategies for various associations and key spokespeople.
- Managed national response to retirement of Justice Sandra Day O’Connor

Columbia University, School of International & Public Affairs, Adjunct Faculty, New York, NY, 2003 – 2005

A faculty member of the School of International and Public Affairs, as an Adjunct Professor, teaching two courses in policy, communications and marketing:

- **Public Sector Marketing, Strategic Planning, and Communication:** Part of the Executive Masters in Public Affairs (MPA) Program, for students who work full-time and return for their Masters’ study on weekends.
- **Masters in Public Affairs Workshop in Applied Policy Analysis:** Part of the full-time MPA Program. This course was delivered as a hands-on project in which a group of students handle a special analytic challenge for a real client.

Vote for America, Executive Director, New York, NY, 2003 – 2004

Directed national organization to increase voter education and participation. Responsible for managing multi-state staff, budgeting, fundraising and development, state expansion, media, program strategy, research strategy, design and analysis, organizational partnerships, and Board relations.

- Managed the acquisition of the program by the Common Cause Education Fund (a larger non-profit group) leading to an increase in outreach of 800%.

Daedre E. Levine

Levine/McEvoy Fundraising Consultants, Founding Partner, New York, NY, 1996 - 2002

Worked with a range of Democratic candidates running for Federal office, political organizations and nonprofit agencies. Involved in a range of activities that included counselling clients on fundraising plans, creating and implementing long-term development and engagement strategies, writing and negotiating contracts, and planning large and small scale fundraising events. Raised a record level of funds for a range of candidates across the country.

- Coordinated high-level party activities with campaign related White House staff, Office of the President, Office of the Vice President and Office of the First Lady, as well as the Democratic Party.

Clients included: Congressional Campaign Committee, Senator Patrick Moynihan, National Partnership for Women & Families, Congressman Jerrold Nadler, Democratic Senatorial Campaign Committee, Democratic National Committee, NY Senate 2000 (Secretary Clinton's PAC), EMILY's List, PAX: The Movement to End Gun Violence, Congressman Maurice Hinchey, Congresswoman Carolyn McCarthy, Senator Bill Bradley, Senator Barbara Mikulski, Senator Patrick Leahy, Senator Paul Wellstone

Affiliations, Professional Awards & Media

Democrats Abroad Australia	The official arm of the US Democratic Party in Australia. Chair in 2012 and 2016.
CNBC, Sky News, ABC, ABC 2, FOX News Channel, Oxygen Media, NBC, MSNBC	Over 300 television appearances talking about current affairs and politics.
Research News Magazine	Authored article "Polls Predicted President Obama."
Columbia Magazine	Noted as Top 20 Under 40
WOMEN PAC	Co-founder of WOMEN PAC (We're On the Move for Equality Now Political Action Committee)
Working Woman Magazine	Noted as Top 20 Under 30
Campaigns & Elections Magazine	<i>Rising Star of Politics 1998.</i> <i>Best Client List 1998 and Best Client List 2000.</i>



November 18, 2021

Dear Ms. Levine:

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, 2024. 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 contact my Commissions team by email at myr-commissions@lacity.org, to make arrangements for you.

To begin the appointment process, please review, sign, and return the enclosed Remuneration Form and Undated Separation Letters **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 all potential commissioners to be fingerprinted as part of the background check. The Commissions Team will assist in connecting you with the Personnel 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 at 200 North Spring Street, City Hall, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Nicole Enriquez at the Ethics Commission by email at nicole.enriquez@lacity.org.

Ms. Daedre Levine
November 18, 2021
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As part of the City Council confirmation process, meetings will be offered to Mark Ridley-Thomas, your Councilmember, and Councilmember Marqueece Harris-Dawson, the Chair of the Planning and Land Use Management 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 Planning and Land Use Management Committee. Sometime 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.

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 dark ink, appearing to read 'E. Garcetti', with a horizontal line extending to the right.

ERIC GARCETTI
Mayor

EG:tga

Attachment I
Ms. Daedre Levine
November 18, 2021

Nominee Check List

I. Within 7 days:

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

_____ Email the below forms, found on the last three pages of this letter, to: myr-commissions@lacity.org OR mail them to: Commissions Team, Office of the Mayor, City Hall – Room 303, 200 N. Spring Street, Los Angeles, CA 90012.

- Remuneration Form
- Undated Separation Letters

II. Within 21 days:

_____ 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.*

- **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 Mark Ridley-Thomas

_____ Councilmember Marqueece Harris-Dawson, Chair of the Council Committee considering your nomination.