

# MONICA RODRIGUEZ

for Los Angeles City Council 2017

Growing up in a working-class family in the Northeast San Fernando Valley, now raising two children with her husband Raul, Monica Rodriguez has a deep, personal understanding of the challenges facing local families and a strong commitment to bring about long-term positive change for her community.

The daughter of a Vietnam Veteran and 33-year decorated member of the Los Angeles Fire Department, Monica learned the values of hard work and public service early on. After graduating from San Fernando High School, Monica went on to earn a degree from Occidental College. While attending school full time, Monica began her career in public service, working as an aide to former Los Angeles City Councilmember Mike Hernandez. She has since served the communities of the Northeast Valley for over 20 years, as a community leader, non-profit director, and public servant, taking on dozens of fights for her community and delivering results.

As a policy advisor and community liaison to two former Councilmembers and Mayor Richard Riordan, Monica led the successful business and community revitalization efforts associated with the Targeted Neighborhood Initiative, created community outreach programs to increase civic participation and co-founded the F.I.R.E. Academy, an afterschool program developed in partnership with the Community College District and LAUSD designed to provide at-risk youth school to career education. Monica also served as a Chief Deputy at LAUSD, where she worked with local nonprofits and First 5 LA to expand afterschool programs and early childhood education programs. An advocate for affordable housing, Monica served for nearly 10 years as an executive with the California Association of Realtors (CAR). During her tenure, Monica helped create programs aimed at expanding and preserving homeownership for middle-class families. Under her leadership, more than \$75 million of workforce housing developments were delivered. Monica also helped create the landmark Mortgage Protection Program that protected thousands of families from losing their homes to foreclosure during the Great Recession.

For the past three years, Monica served as Vice President on the Los Angeles City Board of Public Works where she helped lead over 5,500 employees and managed an annual budget of more than \$565 million. As Commissioner, Monica built a reputation as an innovative and results oriented leader, who helped improve fiscal oversight, streamline operations, and improve services. Monica also spearheaded the creation of the city's highly acclaimed Small Business Academy, which helps small, minority and women owned businesses compete for infrastructure and public works contracts, putting more resources back into our communities while creating good jobs.

A long-time community leader and youth mentor, Monica has served on the boards of various non-profit organizations including the North Valley YMCA, the Center for Powerful Public Schools, and Big Brothers and Big Sisters of Greater Los Angeles among many others. Monica is also the founder and immediate past President of Latinas Lead California, an organization dedicated to the expanding the number of Latinas serving in elected office and appointed decision making roles. She is a leading force in establishing opportunities for younger Latinas seeking to make a change in the political system.

A lifelong resident of the Northeast Valley, Monica resides in Mission Hills with her husband of 18 years and their two children.