

ERIC GARCETTI  
MAYOR

June 6, 2014

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Catherine Geanuracos to the Quality and Productivity Commission for the term ending September 6, 2015. Ms. Geanuracos will fill the vacancy created by Martin Cooper, whom will be removed effective June 30, 2014 or at the time Mr. Cooper's successor is confirmed by the City Council.

I certify that in my opinion Ms. Geanuracos 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:dlg

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Catherine Geanuracos  
**Commission:** Quality and Productivity Commission  
**End of Term:** 9/6/2015

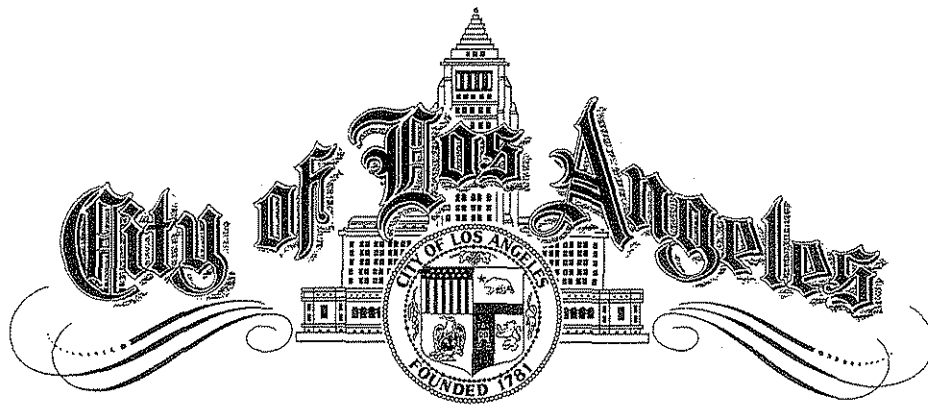
### Appointee Information

1. **Race/ethnicity:** Caucasian
2. **Gender:** Female
3. **Council district and neighborhood of residence:** 13 - East Los Angeles
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** M.S.W., University of California, Berkeley
7. **Occupation/profession:** Founder and Principal, New Economy Campaigns
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Replacement
10. **Current composition of the commission, Mayoral seats (excluding appointee):**

Name	APC	CD	Ethnicity	Gender	Appt date	Term ends
Cooper, Martin	South Valley	5	Caucasian	M	22-Nov-05	06-Sep-15
DiMento, Joseph L.	Central	4	Caucasian	M	21-Oct-13	06-Sep-17
Jones, Vincent D.	West LA	5	African American	M	21-Oct-13	06-Sep-17
Lujan, Javier	North Valley	12	Latino	M	15-Sep-10	06-Sep-14
Manriquez, Suzanne	East	14	Latina	F	02-Mar-07	04-Apr-14
Sargent, Todd	East LA	1	Caucasian	M	21-Oct-13	06-Sep-17

## **Catherine Geanuracos**

Catherine Geanuracos leverages technology and media to spark civic innovation and create participatory movements that respond to the most urgent social, environmental and political issues of our time. Her work is built around data-driven analysis and impact evaluation. Her firm, New Economy Campaigns, is a digital strategy and social media consultancy founded in 2010. New Economy manages corporate social responsibility programs for Saban Brands, developing and implementing Power Rangers emPOWER children's health campaigns and Paul Frank arts and creativity programs. She has provided consulting services to Rock the Vote, helping to architect a new national voter registration initiative, to IKEA on sustainability communications, and to Splunk>, helping to create their Splunk4Good program to apply big data analytics to social value use cases. Prior to New Economy, she oversaw multiple components of Live Earth during three years as its General Manager, including program development, interactive strategy, public relations, sponsorship, and nonprofit and promotional partnerships. From 2004-2006, she helped to shape innovative programs for MoveOn.org, using technology to expanded opportunities for political engagement. Before moving to Los Angeles, she worked in public health and social services in the Bay Area, managing a National Institutes of Health study at the University of California, San Francisco and serving as the Director of Research and Evaluation for Larkin Street Services, a youth-serving nonprofit. She was appointed to the San Francisco HIV Health Services Planning Council and served as Co-Chair. She was the founding CTO of MomsRising.org and is the co-founder of Hack for LA. She serves on the board of CicLAvia, and speaks regularly on cause marketing, social media, civic innovation, and community engagement. She completed her B.A. at Columbia College in New York City, and her Master's Degree in social welfare from the University of California, Berkeley. She lives in Silver Lake in Los Angeles.



ERIC GARCETTI  
MAYOR

June 6, 2014

Ms. Catherine Geanuracos

Dear Ms. Geanuracos:

I am pleased to inform you that I hereby appoint you to the Quality and Productivity Commission for the term ending September 6, 2015. 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 call Cary Gross in my Office at (213) 978-0621 to make arrangements for you.

To begin the appointment process, please review, sign and return the enclosed Remuneration Form, Undated Separation Forms, Background Check Release and Information Sheet **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 you to be fingerprinted as part of the background check that is done on all potential Commissioners. To do so, please bring this letter to the Background Unit of Employment Services Division, Personnel Department Building, 700 East Temple Street, Room 235, Los Angeles, California 90012. The division phone number is (213) 473-9343. Fingerprints must be taken **within three working days** from the **receipt** of this letter.

Under separate cover 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, 200 North Spring Street, City Hall, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Shannon Prior at the Ethics Commission at (213) 978-1960.

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As part of the City Council confirmation process, you will need to meet with Mitch O'Farrell, your Councilmember, and Councilmember Nury Martinez, the Chair of the Audits 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 Audits Committee. Some time 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. Cary Gross will assist you during the confirmation process if you have questions.

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 black ink, appearing to read "E. Garcetti", with a stylized flourish at the end.

ERIC GARCETTI  
Mayor

EG:dlg

Attachment I  
Ms. Catherine Geanuracos  
June 6, 2014

### Nominee Check List

**I. Within three days:**

- \_\_\_\_\_ **Get fingerprinted to complete a background check.**  
No appointment is necessary. Bring the Mayor's letter to:  
Background Unit of Employment Services Division, Personnel  
Department Building, 700 East Temple Street, Room 235, Los Angeles,  
California 90012. Phone: (213) 473-9343.

**II. Within seven days:**

Mail, fax or email the following forms to: Cary Gross, Office of the Mayor, Office of External Affairs, City Hall, 200 N. Spring Street, Los Angeles, CA 90012 or email: cary.gross@lacity.org.

- \_\_\_\_\_ **Remuneration Form**  
\_\_\_\_\_ **Undated Separation Forms**  
\_\_\_\_\_ **Background Check Release**  
\_\_\_\_\_ **Information Sheet/Voluntary Statistics**

**III. Within 21 days:**

File the following forms with the City Ethics Commission. *If you are required to file, you will receive these forms in the mail 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**

**IV. As soon as possible, the Mayor's Office will schedule a meeting with you and:**

- \_\_\_\_\_ **Your City Councilmember Mitch O'Farrell** (contact at 213-473-7013).  
\_\_\_\_\_ **Councilmember Nury Martinez, Chair of the Council Committee considering your nomination** (contact at 213-473-7006).

Staff in the Mayor's Office of External Affairs will assist you with these arrangements.