



CITY OF PASADENA APPLICATION FOR APPOINTMENT TO THE CHARTER STUDY TASK FORCE

The information contained on this form will be used by the City Council to appoint members to the Charter Study Task Force. Please answer all questions. You are invited to attach additional pages, a copy of your resume, or submit supplemental information which you feel may assist the City Council in its evaluation of your application. **Please note that, once submitted, this form, and all attachments, will become subject to public access under the Public Records Act, with the exception of personally identifiable information.**

Applicant Name: Christopher Guerrero

Home Address: **R REDACTED** Pasadena, CA 91101

Mailing Address: **REDACTED** APT 16, Pasadena, CA 91101

Email Address: **F REDACTED**

Business Phone: Same as cell Date Available to Start: December 1, 2013

Home Phone: Same as cell Cell Phone: **REDACTED**

RECEIVED
CITY CLERK
CITY OF PASADENA
DECEMBER 7 11:19 AM

Indicate if you wish to be considered for a District, At-Large, and/or Mayoral Nomination (mark one or more):

- District Representative** representing City Council District District 7
- At-large Representative** City Council District _____
- Mayoral Representative**

Community Service – List boards, commissions, committees, and organizations on which you are currently serving or have served, offices held and in what city.

Currently I am a board member of the LGBTQ+ Victory Fund Board and organize events pro bono with the national Latino Leaders Network organization. My resume of local organizations, service organizations and issue advocacy organizations have all been in a professional capacity.

Employment – Title and duties, current and past (acceptable to attach resume as an alternative).

Currently employed by Collaborate, Inc. A local Southern California public and government affairs consulting firm. See resume attached.

Education – Include professional or vocational licenses or certificates.

AA in Fine & Performing Arts, Citrus College 2005
Bachelor of Arts in Political Science with a minor in Gender & Sexuality Studies
University of California, Davis 2007

1. **Have you ever worked for the City of Pasadena?** *(If yes, please list dates/department)*

YES NO

No. _____

2. **Are you related to any employee, appointed or elected official of the City of Pasadena?** *(If yes, please indicate name and relationship)*

YES NO

No. _____

3. **Rules of law and ethics prohibit members from participating in and voting on matters in which they may have a direct or indirect financial interest. Are you aware of any circumstances which may develop from your occupation or economic holdings, that might relate to your service as a member of a Charter Study Task Force?** *(If yes, please indicate any potential conflicts)*

YES NO

No. _____

4. **Have there been, or are there now, any personal or business circumstances which might reflect adversely on your service as a member of a Charter Study Task Force?**

YES NO

5. **Are you aware of the time commitment necessary to fulfill the obligations of a member on a Charter Study Task Force, including meetings on nights and weekends?**

YES NO

6. **What specifically in your background, training, education, or interests qualifies you to serve on the Charter Study Task Force? Please highlight any relevant experience with the City of Pasadena or other municipality that involves Charter Study, elected experience, or knowledge of City Charter laws and provisions:**

As a person who has worked professionally in government affairs, both in the political and government side, I am keenly aware of the dated rules that affect current city charters in the modern day. I have worked with local, state, and national elected official and administrations closely enough to have a practical insight, as well as a "users" perspective, to the issues of reform. I have grown up in the region and care for the future of this City. I bring positive intention for its longevity and success.

7. **What objectives and goals should the Charter Study Task Force consider?**

I think the task force should strive for an equitable governing document that increases participation without hindering the practical function of government. Term limits should be applied, but still allow for an elected official to maximize their experience and knowledge for a period of time that allows for goals to come to fruition. It should encourage participation but also maintain stability and order. These things are achievable and can be balanced in a way that will improve civic life in Pasadena.

8. In your opinion, what is the importance of the scope and charge of the Charter Study Task Force, as approved and assigned by the City Council?

As referenced above, I think the importance of the scope is to acheive an equitable governing document that encourages participation but maintains stability and order. This can be achieved in a way that secure the balance of the two while creating a government that is of and for the people of Pasadena.

9. How would you help to achieve the Charter Study Task Force’s objectives and goals, while adhering to the City Council’s approved Scope and Charge?

I hope to bring a learned approach and voice that allows me to hear all sides of a conversation and work to find compromise and solution. As a newer voice to Pasadena civic participation, I also bring a fresh perspective to the conversation, as well as industry experience in the inner workings of government. I’m hoping these would be valuable assets for the Task Force.

Signature: 

Date: November 6, 2023

I hereby certify that the following information is correct to the best of my knowledge.

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One of the goals of the City Council is to balance advisory body appointments in terms of geographic residence, location, ethnicity, gender, and age. The following information is desirable, but not required for appointment.

Year of Birth:

REDACTED REDACTED REDACTED

If City resident, number of years: officially, 1

Christopher Guerrero

REDACTED

REDACTED

Experience

Collaborate, Inc.

January 2023 – Current

Vice President

- Serve as lead point of contact for client portfolio and facilitate external events, manage internal communications, and strategize outreach and public relations.
- Work to develop relationships with local elected officials, business leaders and community stakeholders for our firm and our clients.
- Develop procurement and outreach strategies for clients ranging from software and tech, employee and personal management software, and development and transit contracts in LA County and across Southern California.
- Memberships include LA Chamber of Commerce, Central City Association, and the Valley Industry & Commerce Association (VICA).

J&Z Strategies

May 2021 – Nov 2022

Vice President

- Hired as Vice President to oversee staff, create new staff structure, management systems and operations process for the growing firm.
- Oversaw political program for 2021-2022 cycle clients, including several incumbent and targeted California Legislative seats. Managed outreach and political endorsements for candidate campaigns.
- Managed production for all in-house photo and video shoots. Materials used for client creative and media productions. This includes studio and voice recording sessions.
- Additional projects and tasks.

Planned Parenthood Federation of America

April 2018 – May 2021

Planned Parenthood Action Fund / Planned Parenthood Votes

Regional Campaigns Director, Public Affairs Consultant

- Duties include strategically developing and implementing electoral independent expenditure campaigns, state policy priorities and legislative campaigns, organizational development and management, staff level coaching and training, executive level coaching and training, grant management, intra-organizational relations, affiliate and national level rapid response, and political management.
- Regional include the following southwestern states: Arizona, California, Colorado, New Mexico, Nevada, Utah, and Wyoming.
- Oversee and managed a regional staff, including their portfolio of affiliate level organizing staff, national level event logistics, and affiliate/national office relations.
- Work across departmentally on corporate partnerships, strategic organizational relationships, local government relationships, and constituency level organizing.
- Election 2020: Ran 3.5 million dollar independent expenditure campaigns in AZ, CO and NV resulting in a Democratic sweep of our target federal races (including two red to blue U.S. Senate flips in AZ and CO).

Transition Office of U.S. Sen.-designate Alex Padilla

December 2020 – January 2021

Consultant / Personnel Curator

- Under the direction of U.S. Sen.-designate Alex Padilla, co-created a system for receiving, organizing, and processing all incoming resumes for the new California U.S. Senate office.
- With the team of transition consultants, processed thousands of resumes, selecting candidates for senior and deputy level staff positions.
- Managed the interview and review process from initial screenings to hiring.
- Interfaced with Senate Personnel and the Sergeant at Arms office on operations and logistics.

Democratic Association of Secretaries of State

August 2019 – March 2021

Executive Director

- Under the chairmanship of California Secretary of State Alex Padilla, managed the day-to-day operations of the Democratic Association of Secretaries of State, including our \$1,500,000 operational, political & electoral budget.
- Oversaw \$900,000 electoral program in the target states of MO, MT, OR, WA and WV.
- Built and maintained organizational relationships with the Democratic National Committee, Biden for President 2020, and strategic partners, including sister Democratic committees and organizations.

Ibarra Strategy Group*June 2015 – March 2018***Senior Associate, Government Relations**

- Portfolio includes consultant and direct advocacy services for Verizon Communications, Public Broadcasting Service (PBS), Pershing Square Capital Management, Scholarship America, Walmart, UnidosUS (formerly NCLR), and the Latino Leaders Network (LLN).
- Services include developing and implementing engagement strategies for large and small-scale initiatives on a client-by-client basis, intergovernmental support (engaging directly with administration officials, federal agencies, state & local officials, community organizations and nonprofits), and establishing and managing strategic partnerships.
- Analysis of proposed legislative actions, including determination of potential impact on client's mission and objectives.
- Management of firm's political activities and involvements including overseeing events directly related to candidate fundraising and support. Federal PAC involvement includes membership to the Congressional Hispanic Caucus BOLD PAC.

Ready for Hillary PAC*December 2013 – April 2015***Latino Director**

- Developed and implemented national Latino outreach program including political outreach, development of grassroots strategy and execution of in-person and virtual organizational meetings and trainings.
- Established relationships and national partnerships with elected officials, national organizations, nonprofits, as well as party and community leaders across the United States.
- Coordinated outreach and organizational meetings in 13 cities across 9 targeted states.
- Worked with Finance Team to recruit Latino members of National Finance Council and set-up Latino specific fundraising efforts.

California State Assembly*June 2013 – December 2013***Assembly Democratic Caucus / Speaker's Office of Member Services**

- Served as interim district director for Assemblymembers as needed.
- Worked as a consultant to four assigned members of the Assembly Democratic Caucus.
- Assisted with political outreach, coalition building, in-office strategic planning and event development.
- Facilitated district office and regional staff trainings and best practice sessions.

Wendy Greuel for Mayor 2013*March 2012 – May 2013***Operations Director**

- Developed and implemented outreach and endorsement strategy through beginning stages of campaign.
- Oversaw the budget and daily expenses of the 6-million-dollar primary and 4 million dollar general campaigns.
- Managed campaign communications and social media through the primary.
- Set up and managed five regional field offices including leases, utilities and hiring of staff.
- Led advance and set up for all press and rapid response events.

California Democratic Party*February 2008 – March 2012***Field Director**

- Initiated, implemented, and executed the 'It Gets Bluer' campaign, a targeted Latino voter registration effort in California's Inland Empire and Central Valley.
- Worked closely with elected officials, Labor organizations, Latino leaders and progressive allies on regional voter registration efforts.
- Part of development and execution team for CDP 2011 'Building on Success' statewide training program focused on strengthening local county Democratic parties and statewide party infrastructure.
- Designed and presented the 'New Delegate Orientation' for new party delegates and oversaw the 400+ volunteer operation at four Democratic state convention.

Southern California Field Director – Vote 2010 Coordinated Campaign*July 2010 – December 2010*

- Member of campaign leadership team that successfully swept all statewide races
- Managed staff of 12 field organizers across 5 field offices in LA County targeting over 700,000 low propensity Democratic voters for conversion to permanent vote-by-mail status and assisted in the development of campaign field plan.
- Coordinated data, operations and campaign literature for over 88 local Party and grassroots campaign offices.

Deputy Political Director*February 2008 – July 2010*

- Built and maintained relationships with a statewide network of Democratic candidates and elected officials, as well as core grassroots, progressive, labor and party leaders.
- Developed and implemented campaign training programs in 13 cities, training over 800 activists.

- Coordinated political meetings for CDP including endorsement caucuses, delegate elections, state/national conventions, standing committees and the 2008 Presidential Electoral College.

Director of Operations/Controller – Yes We Can! California 2008 Campaign *July 2008 – December 2008*

- Assisted campaign manager in development and implementation of the coordinated campaign.
- Oversaw a \$2.2 million-dollar campaign budget, staff and office management and human resources.

Hillary Clinton for President
2008

July 2007 – February

GOTC / Field Organizer (IA, CA, NV, MN)

- Recruited and trained over 300 precinct captains and caucus volunteers in targeted precincts for CA, IA, NV & MN primary elections/caucuses.

Board Involvements

Current:

Latino Leaders Network

Junior Board Member

- I have been active with the Latino Leaders Network since 2014. In that time, I've worked to plan luncheon events across the country while curating a list of Latino community and elected officials in our host cities. I've also work to develop a network of donors, local and national, to bring these celebrated events into fruition. <https://www.latinoleadersnetwork.org/>

LGBTQ+ Victory Fund Political Action Committee (PAC) Board

Board Member

- A newer member to the board, I will be working to host events for LGBTQ+ elected officials and candidates, with a focus of bringing national attention to local and statewide candidates here in the greater Los Angeles area and across California. <https://victoryfund.org/>

Previous:

Hispanic Lobbyist Association (HLA)

Executive Board Member

- The Hispanic Lobbyists Association was founded in 2006 by a group of Washington advocates with a vision to organize and associate Hispanic lobbyists across the country into an organization to promote communication, education, and bipartisanship.

Pride Fund to End Gun Violence

Young Processional Advisory Committee

- Pride Fund to End Gun Violence is America's only LGBTQ organization solely focused on gun policy reform to ensure safety for all.

Young Democrats of America

National Committeeman

- As a statewide elected board member/officer of the California Young Democrats, I served as the National Committee representative to the Young Democrats of America with a specific voter on youth voter engagement, LGBT empowerment and focused Young Voter Revolution campaigns.

Education

University of California Davis B.A. Political Science, Minor in Gender and Sexuality Studies (2007)

Citrus College A.A. Fine and Performing Arts (2005)

COLLABORATE



CHRISTOPHER GUERRERO
VICE PRESIDENT

Christopher Guerrero (he/him/his) joins Collaborate as Vice President after a decade of consulting and legislative advocacy. Christopher has more than 15 years of experience in issue-based advocacy, coalition building, grassroots organizing, candidate campaigns and consulting, and is well connected to political representatives across the country.

Christopher recently was elected to the national political action committee (PAC) board for the LGBTQ+ Victory Fund. In addition, he is a junior board member to the national Latino Leaders Network.

Before joining Collaborate, Christopher was with J&Z Strategies, a next generation political consulting firm that uses creative strategy, state-of-the-art targeting, and cutting-edge advertising to deliver victory for candidates and clients.

From 2017-2021 Christopher served as Regional Campaigns Director for Planned Parenthood Federation of America (c3), Planned Parenthood Action Fund (c4), and Planned Parenthood Votes (PAC) working across eight west and southwestern states. In this capacity he served as campaigns director for federal and state level independent expenditures, as well as a consultant for state policy, legislative advocacy, budgetary and grant related efforts. Most notable victories were turning out Latino and other communities for decisive victories in Arizona, Nevada and New Mexico in 2018 and 2020.

In addition to his work at Planned Parenthood, Christopher also served as PAC Director for the Democratic Association of Secretaries of State (DASS) under then-California Secretary of State Alex Padilla. During his tenure he managed a \$1.1 million dollar campaign effort to elect Democratic Secretaries of State across the country.

In Washington, D.C., Christopher was the Senior Associate at the Ibarra Strategy Group, a government and public affairs firm specializing in Latino advocacy and outreach. His portfolio included managing strategic partnerships and grants for Verizon in their DC headquarters in

addition to working with PBS and national Latino organizations like NCLR/UnidosUS, LULAC, HACR, BOLD PAC, Voto Latino, the Latino Victory Project, and the Latino Leaders Network.

After leaving the California legislature as Member Consultant and Special Assistant to California State Assembly Speaker John A. Pérez he served as the Latino Director at the Ready for Hillary PAC where he developed long-lasting relationships with a national network of Latino grassroots, political and elected leaders and built an extensive nation-wide network that is still active in political engagement today.

Christopher was born and raised in Los Angeles, and is a graduate of the University of California, Davis. He was an active part of the young professional group Sacramento County Young Democrats and was a statewide board member of the California Young Democrats. In his own time, Christopher is a passionate baseball and soccer fan, and loves exploring national forests/parks and taking trips with friends and family.