



# 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.**

CITY OF PASADENA  
2023 OCT 12 11 56 12  
RECEIVED

Applicant Name: Jacque Robinson-Baisley

Home Address: **REDACTED** Pasadena, CA 91103

Mailing Address: **REDACTED**

Email Address: **REDACTED**

Business Phone: \_\_\_\_\_ Date Available to Start: OCT 2023

Home Phone: \_\_\_\_\_ Cell Phone: **REDACTED**

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 1

**At-large Representative** City Council District open

**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.

Board Member | Pathways LA; 2022- present / Board Member | Pasadena Delta Foundation; 2023-present / Board Member | Adobe Community Housing; 2013 – 2020 / Fmr. President / Training & Education Chair | Nat'l Women's Political Caucus – GPA / Member, Delta Sigma Theta Sorority, Inc. Pasadena Alumnae Chapter - 2002

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

FULL RESUME ATTACHED - currently Senior Outreach Manager with Blue Shield of California, Promise Health Plan (Medi-Cal)

**Education** – Include professional or vocational licenses or certificates.

University of California, Berkeley - BA  
CSU Northridge - MPA

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

YES  NO

\*Elected to District 1 in 2007 and served until 2015

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

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

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:**

I served for two terms as Councilmember for District 1 and have remained active in city and community affairs. This experience has allowed me to examine and consider policy changes as internal policy maker and external community resident. My professional and personal work in the greater LA and California region as a organizer and government/community/policy strategic leader, has enabled me to work with statewide and regional organizations that have been studying some of the same topics we seek to potentially consider.

I do not believe the Task Force needs to start from scratch to learn about the impacts of the the proposed changes and can use lessons learned from other jurisdictions.

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

There are a number of issues that have already been publicly asked to be considered including: campaign finance limits, term limits and vacancies, the manner in which Mayor vs. Councilmembers are eligible to run for citywide office, terminology changes, procurement limits, and reform to the Taxpayers Protection Act. It is my hope that this list is not exhaustive and that other topics may be added during the first few meetings of the Task Force.

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?

The scope and charge of the task force is important because it will address issues that have come up in the past decade by Councilmembers AND the public to help the future City of Pasadena operate in a more transparent and equitable manner, operationally and functionally.

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 am adept at managing public input and using it to help craft policy decisions. Since this is a once per decade opportunity to help drive future policy and community decisions, it is my goal to engage as many residents as possible in this process WITH an understanding of the impacts of any proposed recommendations.

I plan to use my personal social media platforms and engagement with community based organizations to disseminate information to those who might not normally be engaged.

Signature: /s/ JRBaisley

Date: 10/12/2023

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 Ethnicity: REDACTED

If City resident, number of years: 45

**PROFESSIONAL SUMMARY**

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Tenured government, public affairs, community engagement, external affairs, and public policy strategic People Leader with over twenty years of experience managing civic and community engagement on behalf of private and public nonprofit, education, labor, and health organizations, as well as electoral/advocacy campaigns including local, state, and federal legislative intergovernmental relations. Recognized for expertise in lobbying, strategic planning, project management, philanthropic giving, media communications, legal research, policy development, recruitment and training, cross-functional collaboration, preparation of executive level memos/policy reports/presentations, stakeholder engagement and relationship management, as well as special event planning/execution. Former local elected official.

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**EXPERIENCE**

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**Senior Outreach Manager | Blue Shield of California**

**MAY 2020-current**

- Manage internal and external relationships and serve as Los Angeles Countywide point of contact for outreach and engagement with state, county, and local elected officials, pertinent agency executives, providers, and nonprofits on behalf of Medi-Cal line of business.
- Develop and recommend special events, community engagement, and sponsorship opportunities leading to enrollment growth and retention.

**Civic Engagement & Public Policy Program Officer | California Community Foundation**

**MAY 2018 – JAN 2020**

- Managed \$1.2M grant portfolio budget dedicated to advancing civic engagement strategies across systems to implement change in priority areas (e.g., health, housing, education, and immigration) throughout Los Angeles County.
- Consulted on strategic planning for a variety of initiatives.
- Reviewed, evaluated, facilitated due diligence of finances, and conducted site visits for grant proposals as Subject Matter Expert (SME).
- Planned and executed conferences from initiation to completion; attended various events and programs as Foundation Ambassador.
- Led the design and implementation of the “Local Leaders Academy”, a program built in conjunction with Los Angeles County and University of Southern California (USC), which equipped local elected leaders with strategies that further developed and refined their leadership skills and styles, resulting in program participants strengthening their networks, and increased collaboration between Los Angeles County Administration and the surrounding cities.

**Deputy Chief of Staff & Policy Director | Los Angeles Unified School District**

**JAN 2013 – SEPT 2018**

- Researched, evaluated, drafted, and implemented education policy, ensuring to adhere to State Education Code and Board of Education rules, regulations, and procedures.
- Represented Board President at meetings with administrators and other external stakeholders, as well as at community events; consulted on and assisted with decision-making process for various initiatives during these meetings.
- Established and maintained relationships with external stakeholders (e.g., media, businesses, faith-related organizations, and elected officials), resulting in the continued collaboration and partnership of these entities with the Los Angeles Unified School District.

**President | Jacque Robinson Consulting**

**APRIL 2009 – current**

- Campaign management for local and state candidate political campaigns including fundraising, endorsements, communications, and field.
- Direct clients on strategic policy and advocacy development, conducting gap analyses, and develop mitigation/response plans.
- Manage and plan lobbying and campaign strategies including targeting, talking points, and scheduling of legislator visits.
- Build and maintain issue-based relationships with external stakeholders including government staff and elected officials.
- Plan special events for clients including logistics, vendor relationship management, acquisition of speakers, and day-of-event facilitation.

**Vice Mayor/Councilmember | City of Pasadena, CA**

**MAY 2007 – MAY 2015**

- Served as elected representative to constituents of District 1 and citywide; developed municipal policies resulting in improved quality of life for residents, visitors, and business stakeholders (e.g., utility services, human services and recreation, public safety, education, and economic workforce development).
- Collaborated with residents, businesses, and civic institutions to address and resolve various issues, including those related to the Rose Bowl Stadium and Public Health Department; Planned and executed public community resource activities and events.
- Facilitated the design and implementation of the “20/20 Initiative”, a grassroots community initiative intended to assist violence-impacted youth, young adults, and their families.
- Provided direction to City Manager, City Attorney, and City Clerk.
- Served as Chair of Public Safety Committee, Member of both the Economic Development and Technology and Legislative Policy Committees, and Representative, Foothill Workforce Investment Board and Commissioner, Burbank Bob Hope Airport Authority.

**Political Coordinator and Community Outreach Consultant**

**JUNE 2003 – AUG 2008**

California Teachers Association, Philadelphia AFL-CIO , *SEIU SOULA Local 2006*

- Managed relationships with community and political stakeholders in support of internal and external electoral and bargaining campaigns. Managed field campaigns for electoral issues and candidates including recruiting and training union members and campaign staff; Conducted fact finding interviews and legal research/writing related to collective bargaining agreements, labor arbitration, and trials.

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**EDUCATION**

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**Master of Public Administration**

*California State University, Northridge*

Concentration: Public Sector Management & Leadership

**Bachelor of Arts | *University of California, Berkeley***

Major: American Studies – Sport Enterprise; Minor: Education

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**CIVIC & COMMUNITY ENGAGEMENT**

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Board Member   <i>Pathways LA</i>	<b>2022- present</b>
Board Member   <i>Pasadena Delta Foundation</i>	<b>2023 - present</b>
Board Member   <i>Adobe Community Housing</i>	<b>2013 – 2020</b>
Fmr. President / Training & Education Chair   <i>National Women's Political Caucus – Greater Pasadena Area</i>	<b>2019 – present</b>
Member   <i>Delta Sigma Theta Sorority, Inc. – Pasadena Alumnae Chapter</i>	<b>2002 – present</b>

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**HONORS & AWARDS**

White House Fellows, Los Angeles Regional Finalist	<b>2016</b>
Scott M. Johnson Fellow, United State-Japan Foundation Leadership Program	<b>2014, 2015</b>
U.S. Delegate, Council for the United States & Italy 30 <sup>th</sup> Young Leaders Program	<b>2014</b>
American Israel Education Foundation Delegate	<b>2014</b>
John Muir High School Hall of Fame, Government Service	<b>2013</b>
LAAAWPPI “Women in Action” Award	<b>2013</b>
Inaugural Young Leaders Program, Taipei Economic and Cultural Representative Office	<b>2013 (Taiwan)</b>
U.S. Fellow, East-West Center 21 <sup>st</sup> New Generation Seminar	<b>2011</b>
American Council of Young Political Leaders Alumni Council	<b>2011 (China)</b>
Hopefund, Yes We Can Training Program - Senator Barack Obama, Chair	<b>2006</b>