

DATE: 06/25/2021

TO: City Clerk

FROM: Peter Svarzbein Representative of District 1

ADDRESS: 923 McKelligon Dr TELEPHONE 915-478-3240

Please place the following item on the (Check one): CONSENT XXX REGULAR \_\_\_\_\_

Agenda for the Council Meeting of July 7, 2021

Re-Appointment of Paul Andrew de la Peña to the Community Development Steering

Item should read as follows: Committee by District 1 Representative Peter Svarzbein

**BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM**

NAME OF BOARD/COMMITTEE/COMMISSION: Community Development Steering Committee

NOMINATED BY: Peter Svarzbein DISTRICT: 1

NAME OF APPOINTEE Paul Andrew de la Peña  
(Please verify correct spelling of name)

E-MAIL ADDRESS: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

CITY: El Paso ST: TX ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

HOME ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

DOES THE PROPOSED APPOINTEE HAVE A RELATIVE WORKING FOR THE CITY? YES: \_\_\_\_\_ NO X

IF SO, PLEASE PROVIDE HIS OR HER NAME, CITY POSITION AND RELATIONSHIP TO THE PROPOSED APPOINTEE:

HAS APPOINTEE BEEN A MEMBER OF OTHER CITY BOARDS/COMMISSIONS/COMMITTEES? IF SO, PLEASE PROVIDE NAMES AND DATES: CITY ACCESSIBILITY ADVISORY COMMITTEE 2015-2017

**LIST ALL REAL ESTATE OWNED BY APPOINTEE IN EL PASO COUNTY (BY ADDRESS):**

NONE

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?

NAME OF INCUMBENT: Paul Andrew de la Peña

EXPIRATION DATE OF INCUMBENT: 06/08/2021

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: X

RESIGNED \_\_\_\_\_

REMOVED \_\_\_\_\_

DATE OF APPOINTMENT: 07/07/2021

TERM BEGINS ON: 06/09/2021

EXPIRATION DATE OF NEW APPOINTEE: 06/13/2023

PLEASE CHECK ONE OF THE FOLLOWING: 1<sup>st</sup> TERM: \_\_\_\_\_

2<sup>nd</sup> TERM: X

UNEXPIRED TERM: \_\_\_\_\_

## ***Paul de la Peña-Franceschi, MA, PMPC***

**Education highlights: MA International Political Economy, BA Public Administration St. Mary's University Project Management Certification: Project Management Professional Certificate 2014, Grant Writing Certificates: Federal Grant Writing 2009, Regional Grant Writing 2010. Language Certificates: Mexican American Cultural Center 1992, Centro Linguistico Italiano 1988**

### **District Operations Director - Progressive Turnout Project - Missoula, MT 2020**

Responsible for hiring and operations of Staff for Missoula, MT. Assisting with hiring Regional Staff in Bozeman, Butte, Helena, and Big Falls. Acquisition of commercial office space state of Montana. Managed database and hiring through Paychex HR solutions. Utilization and Training of Staff, VAN, MiniVan, NGP, Slack, Thru Talk statewide

### **Owner- Poli Vision Consulting, El Paso, TX-Santa Fe, NM, Wash. D.C. 1/06 – Present**

Owner and founder of Poli Vision management and educational consulting company serving clients throughout the Southwestern United States. Our services specialize in government relations, educational consulting, non-profit management, consulting, grant writing, corporate coaching, Board development and retention.

### **Field Organizer Amy for America - Des Moines, IA, Concord, NH, El Paso, TX 2019 - 2020**

Responsible for Polk and Dallas Co., phone banking, canvassing, and field operations Covered the entire state of New Hampshire for the 2020 Primary garnering 6 Elect.Del. Managed volunteers, prepared Caucus packets, Pct. Captains and organized Precincts. Utilization of Wickr Pro, NGP, VAN, Minivan, Activate, logistics and staging locations

### **National Regional Organizer/Distributive Organizer - Beto for America, El Paso, TX 2019**

Managed multiple platforms from the National Headquarters as a distributive organizer. Managed volunteers on a national scale offering support and training for all aspects of campaign organizing operations including canvassing, phone banking, texting, Zoom meetings, and Slack. Concentration on Early states and expansion states organizing Debate Watch Parties, Community Meetups, clipboarding, Meet and Greets nationally. Utilization of Help Scout, Mini-van, ThruText, NGP, and Zoom communication platforms

### **National Media Manager – Monster Link Marketing, El Paso, TX 2018 – Present**

Managing a variety of content pages for various clients in the United States. Technical writer for web design content. Confering with the management team on search engine optimization (SEO) and social media posts. Prospecting new clients for web designs and development nationally.

**Field Organizer-Coordinated Campaign – Texas Democratic Party (TDP) 2018**  
Field Organization in El Paso County for the 2018 Midterm Elections.

**Finance Host Committee – Xochitl Torres Small CD2 New Mexico 2018**

Organizing fundraising and funding opportunities for Torres Campaign in the 2<sup>nd</sup> Congressional District New Mexico and West Texas.

**Pop Up Office Field Manager – Beto for U.S. Senate, Texas Dec. 2017 - 2018**

Working as a Field Office Training Manager and Field Organizer for Congressman Beto O'Rourke for the U.S. Senate Campaign. Participating in phone banking, block walking, texting and volunteer recruitment. Trained Field Staff out of the Steve Yellen Pop Up Office.

**Field Organizer/Phone bank– Sen. Cervantes for Governor Campaign Primary 2018**

Organized a team of paid phone bankers and field organizers to campaign for the Senator Cervantes Campaign in the 2<sup>nd</sup> Congressional District New Mexico.

**Political Director – National Account Executive – IheartMedia, El Paso, TX 2017 - 2018**

Responsible for the placement of all radio, digital and email campaigns in El Paso, and the Southwest. Knowledge of digital strategies and procedures to meet the needs of the clients. On Air talent for the El Paso Public Forum, interviewing non-profit Organizations in the Southwest. Political Director placing all political ads across Texas and New Mexico.

**Co-Chairman Finance Comm. – Merrie Lee Soules Campaign CD 2 New Mexico 2016**

Worked on multiple fundraising opportunities for the Soules Campaign. Worked with the coordinated Campaign and the New Mexico Democratic Party on various events.

**Field Organizer (FO) – Pete Gallego for Congress Campaign CD 26 Texas 2016**

Worked as a Field Organizer in southern El Paso County for the Pete Gallego for U.S. Congress Campaign. Organized phone banks, field direction and logistics for Campaign.

**Campaign Manager – Maria Elena Johnson, HD 53 New Mexico 2014**

Managed all aspects of the Campaign. Working with the former Rep. Nate Cote, the New Mexico House Speaker, coordinated Campaign and regional leaders.

**Unit Coordinator – Texas Tech University, Paul Foster School of Medicine 2012 - 2014**

Residency Unit Coordinator for the Department of Psychiatry. Responsible for all credentials and licensing for the 15 Residents in Training coordinating schedules with five off

site facilities including the Veteran's Administration, the El Paso Sleep Center, El Paso Children's Hospital, University Medical Center, and the El Paso Psychiatric Center. Review of all new applicants for the Department and all credentials for the Residents preparing for the New Accreditation System in 2014. Additional duties included the coordination of administrative services, the development of Grand Rounds and grant writing for the Department. Elected by peers as the President of the Texas Tech PLFSOM Employee Council 2012-2014.

**Regional Field Organizer (RFO)/Finance Comm.– Obama Pres. Campaign 2012**

Worked in Southern New Mexico on various aspects of the Campaign from fundraising, field organization, & coordinated Campaign with Organizing for America (OFA).

**Assistant Canvas Lead DCCC Westside – Martin Heinrich Campaign 2010**

Coordinated field operations and grassroots operations for the DCCC. Worked with paid canvassers and phone banking management.

**Regional Field Organizer/Finance Comm.- Ciro Rodriguez for Cong., HD 23 Texas 2010**

Coordinated field organization and grassroots networking, phone banking, fundraising and canvassing in the lower valley of El Paso County.

**Associate Professor-University of Phoenix, El Paso, TX-Santa Teresa, NM 2009 –Present**

Professor for in class courses certified in American National Government, and American State Government, U.S. Constitution, U.S. Presidency, Wealth and Power in America, History, Macroeconomics, Microeconomics at the undergraduate and graduate levels. Responsible for all in class instruction, syllabus development and grading.

**Houdini Lead Organizer – Barack Obama for President – Grant's Co. New Mexico 2008**

Worked as Chief Statistician for the Obama Campaign in Northern New Mexico. Responsible for calling in all the voter returns and field data numbers to the Obama Headquarters in Chicago, IL. Sen. Obama became the 44th President of the United States.

**Political Advisor/Advance Team – Organizing for America (OFA) 2008**

Coordinated efforts with the local Field Office for Military affairs, elected Officials for events with the Obama Campaign. Coordination of Town Hall Meetings with Congressman Smith and General McPeak.

**West Texas Coordinator for Veterans Affairs – Hillary Clinton for President 2008**

Working with the Clinton for President Campaign Advance Team, responsible for coordinating Town Hall meetings with Veterans and officials and the VA. Hosted events with General Wesley Clark, Sen. Hillary Clinton and President Bill Clinton.

**Executive Director – Voter Education Project, Inc.  
2008**

**2006 -**

Founder of a non-partisan organization focused on grassroots, net-roots activism to register, educate, and mobilize 50,000 new voters for the 2008 Presidential Election. Developed the El Paso Voter Consortium incorporating the educational, civic, business and religious communities; Chambers of Commerce and media partners for a comprehensive GOTV effort in 2008.

**Finance Host Committee – Governor Bill Richardson for President, NM**

**2007**

Organized fundraising events including logistics, banquet preparation, acquisition of donations and onsite preparation.

**Adjunct Faculty – El Paso Community College, El Paso, Texas  
2009**

**2006 –**

Adjunct faculty instructor of American National and American State Government. Developed the VotEPCC Project to educate voters about civic engagement and voting rights. Southwest Voter Education Project campus coordinator.

**Marketing Director – Interworld Home Health, Inc., El Paso, Texas  
2009**

**2005 -**

Responsible for Provider Relations with doctors, clinics, hospitals, and rehab centers for home health needs throughout El Paso County. Directed the assessment of the marketing needs and the management of the provider relations agents. Developed a database and marketing strategy for the provider relations division. Served as Secretary on the Board of Directors 2005-2009.