



Board Appointment Form

City Clerk's Office

Appointing Office	Cynthia Boyar Trejo, District 4
Agenda Placement	Consent
Date of Council Meeting	05/28/25
Name of Board	City Plan Commission
Agenda Posting Language	
Appointment of Rodolfo Rodriguez to the City Plan Commission by Representative Cynthia Boyar Trejo, District 4.	
Appointment Type	Regular
Member Qualifications	
Please see attached Resume	
Nominee Name	Rodolfo Rodriguez
Nominee Email Address	
Nominee Residential Address	
Nominee Primary Phone Number	
Residing District	District 4
City Employed Relatives	N/A
Board Membership	
N/A	
Real estate owned in El Paso County	
N/A	
Previous Appointee	Kenneth Gorski
Reason for Vacancy	Term Expired
Date of Appointment	05/23/23
Term Begins On	05/02/25
Term Expires On	05/01/27
Term	First Term

Re: Application for Planning Commission Appointment – District 4

April 19, 2025

Dear City Representative Cynthia Trejo,

I am writing to express my deep interest in serving on the City of El Paso Planning Commission as your District 4 appointee. Born and raised in Northeast El Paso, and a proud graduate of Parkland High School, this opportunity is deeply personal. I come to you not only as someone who understands the needs and hopes of our community, but as a national leader who has spent the last 15 years designing strategies that center equity, strengthen neighborhoods, and deliver systems-level change across cities like Los Angeles, Denver, and Austin.

Now that I've returned home, my focus is clear: I want to bring the full weight of my experience, relationships, and training to support equitable and sustainable development across El Paso, but especially right here in the Northeast. In partnership with the City, I am advising the Office of Climate and Sustainability, designing El Paso's first Equity Atlas Map, and leading the Community Impact Fellowship—piloted at Parkland and now engaging 200 youth across Parkland, Irvin, Chapin, and Andress High Schools in the Northeast. I also co-
led the 2024 Community Climate Action Summit in partnership with 4 local community organizers, which convened over 150 stakeholders across 12 jurisdictions to shape the region's climate equity agenda. These efforts are about more than strategy; they are about reclaiming voice, shaping investment, and securing a future for our families.

I would be honored to serve as your appointee and to work alongside you in shaping a vision for the Northeast that is bold, equitable, and community-rooted. My resume is enclosed for your review. Thank you for your consideration and for your commitment to inclusive leadership in our district.

In community,



Founder and Principal
The Policy Gap

EXECUTIVE SUMMARY

Born and raised in Northeast El Paso and rooted in the U.S.-Mexico borderlands as the son of Mexican immigrants, I bring over 15 years of national experience leading transformative initiatives in Los Angeles, Denver, Austin, and now back home in El Paso. My work spans environmental justice, equitable land use, affordable housing, and public health—always grounded in community listening, trust-building, and a deep commitment to economic justice. I've been entrusted by public agencies, philanthropies, and frontline communities to design bold, data-informed, community-rooted strategies that drive systems change. Today, I'm focused on bringing this experience home—supporting inclusive, sustainable development in El Paso, with a special focus on uplifting historically underrepresented neighborhoods across the Northeast. My cross-sector leadership and systems-thinking approach position me to contribute meaningfully to planning efforts that center equity, resilience, and community voice.

PROFESSIONAL EXPERIENCE [SELECTED LIST]

PRINCIPAL + FOUNDER

The Policy Gap, Public Benefit Corporation

Northeast El Paso, TX | 2014 – Present

Founder and principal of a mission-driven consulting firm advancing racial, economic, and environmental justice through community-partnered strategy, research, and planning. Lead complex cross-sector projects that shape public policy, equitable development, and systems change—from federal to hyper-local contexts.

Selected Projects for The Policy Gap below:

City of El Paso – Office of Climate and Sustainability (2022–2025)

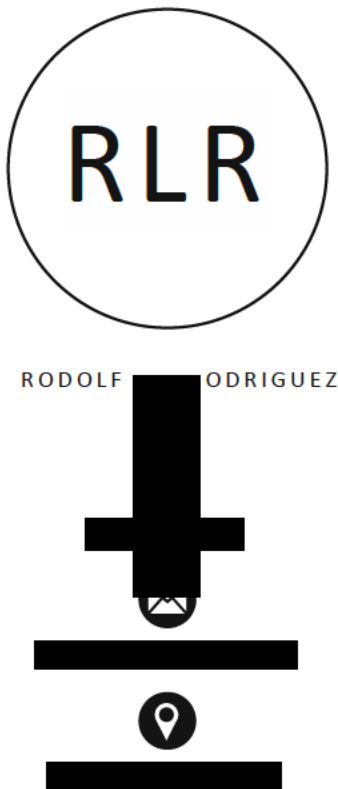
Trusted advisor to the City's newly established climate office serving 670,000+ residents (~82% Latino). Co-designed data-driven, equity-centered systems to inform climate action, sustainable land use, and neighborhood investment—helping El Paso set a national example for inclusive planning.

- Advised the City's first Chief Climate Officer on integrating equity into the Community Climate Action Plan, unlocking \$1M in EPA planning funds and positioning El Paso for up to \$500M in implementation awards.
- Designing an Equity Atlas Map using climate and social risk data to identify high-vulnerability neighborhoods and guide place-based investment.
- Developing a Climate Equity Investment Strategy to shape the City's \$5.2M bond spending and future municipal planning efforts.
- Co-led the 2024 Community Climate Action Summit, convening 150+ stakeholders across 12 jurisdictions.
- Created and launched the Community Impact Fellowship in partnership with the City, County, and two school districts—supporting youth in Northeast El Paso to co-lead the 2025 Youth Summit and inform climate and land-use priorities in their communities.

U.S. Environmental Protection Agency – EnDyna, Inc. (2023–2025)

Led national technical assistance strategy for the EPA's \$3B Community Change Grants program in partnership with EnDyna, Inc.

- Recruited, trained, and managed a 100+ person team to support community-led climate and land-use solutions.
- Designed EPA's engagement strategy with Tribal Nations, colonias, island territories, and unincorporated communities—often overlooked in traditional planning processes.
- Traveled with EPA officials to uplift local innovations around green infrastructure, affordable housing, and sustainable community design.
- Supported 2,000+ eligible communities in crafting equitable planning and development proposals.



PROFESSIONAL EXPERIENCE [CONTINUED]

DIRECTOR OF HEALTH ECOSYSTEM

Housing Authority of the City of Austin

Austin, TX | 2018 – 2020

Appointed to establish and lead a new department focused on improving health equity outcomes for 25,000 public housing tenants. Bridged public housing, healthcare, and planning systems to advance place-based well-being and sustainable neighborhood transformation.

- Hired, trained, and supervised Community Health Workers, all public housing residents, who engaged 22,000+ tenants with individualized housing and health stability plans.
- Co-managed the planning of a \$50M neighborhood redevelopment initiative resulting in 400+ new affordable housing units in Austin's urban core, integrating sustainability, anti-displacement strategies, and co-located wraparound services (e.g., primary care, dental, and public health).
- Convened a Collective Impact Round Table with 25+ social service organizations, 15 health insurers, and 10 healthcare systems to develop a reimbursement model for long-term housing-health integration.

AT-LARGE CITY COUNCIL AIDE

City and County of Denver, At-Large City Council

Denver, CO | 2015 – 2018

Advisor and operations lead for a high-impact City Council office, championing racial equity, affordable housing, and participatory governance for 710,000+ constituents.

- Lead a team to advance transformative public policies and cross-departmental coordination across city government.
- Co-developed and passed legislation dedicating \$150M in new public funding to build and preserve over 6,000 affordable housing units, including the formation of a tenant advisory board to guide long-term investment.
- Led policy and coalition work for landmark equity initiatives including a Sanctuary County ordinance, Use of Force police reforms, and gender-neutral restroom legislation—demonstrating expertise in public interest zoning and community protection.

EDUCATION

UNIVERSITY OF TEXAS AT AUSTIN

Bachelor of Science in Architectural Studies

Austin, TX | 2013

NATIONAL LEADERSHIP & NETWORKS

VIBRANT COMMUNITIES FELLOW

Lincoln Institute of Land Policy – Cambridge, MA

2024–2025

Participating in national training on community land trusts and affordability strategies; selected to represent the Texas-Mexico border and collaborate with U.S. policy leaders.

HEALTH LEADER

The Urban Land Institute – Washington, D.C.

2019–2020

U.S. program convening developers, land experts, and city planners to integrate health equity into housing development projects and analyze anti-displacement strategies.

CULTURE OF HEALTH LEADER

Robert Wood Johnson Foundation – Princeton, NJ

2019–2022

Competitive three-year leadership program providing executive coaching, strategic curriculum, and a \$95K grant to design and launch a Culture of Health Initiative.

