

Honorable Rusty Bailey
Office of the Mayor, City of Riverside
3900 Main Street, 7th Floor
Riverside, California 92522

Registration verify
RECEIVED

AUG 28 2017

City of Riverside
City Clerk's Office

RE: Appointment Vacancy Position for City Council Seat, Ward 7

Dear Mayor Bailey and Members of the City Council, City of Riverside,

I am honored to present my application for your sincere consideration related to the open City Council Seat in Ward 7. As you may know, I am a lifelong resident of the County of Riverside and a proud product of our valued public educational system. I am confident that my appointment to Ward 7 would help provide the immediate knowledgeable governmental representation and constituent services stability into this important community sector. Therefore, I wish to highlight a few critical factors that make me a viable candidate to represent our constituents within Ward 7. They are as follows:

- ✓ My vast experience within all sectors of the City of Riverside's municipal government structure, the City's Municipal Codes, Charter, General, Strategic and Long Term Development Plans and our collective citywide goals has prepared me for this important and critical position;
- ✓ I have always been a team player and my tenure of three years with the city of Riverside, and my personal wealth of municipal government experience by working alongside the Mayor, the City Council Members, city staff and administrators within the city of Riverside shall allow me to expedite my role as the representative for our collective constituents and provide immediate stability within Ward 7,
- ✓ Just as important, during my tenure at City Hall, I immersed myself in a true city-government experience. Working internally with citywide departments that helped address the quality of life issues citywide, I dedicated myself by ensuring the needs of residents were met and addressed accordingly. I learned the true value of "public service", and that each small ask or task can change and impact an individual's life. As representative to Council Member Andy Melendrez, I served as the community liaison to ensure that all Ward issues were addressed and resolved within a reasonable timeline.
- ✓ Through my community civic engagement and dedication, I established long term professional relationships with all sectors of our local business community; this is inclusive of our non-profits organizations, chapters groups, Chambers of Commerce, religious groups and non-governmental agencies. I bring to the community of Ward 7 and City of Riverside, a unique skill set and perspective which allows me to truly understand and appreciate the importance behind each community plan, project and neighborhood meeting.

In 2012, my work engaging with residents within the City of Riverside and Ward 7 commenced when I led a voter registration drive in the 31st Senate District to increase voter registration and turnout. Successfully, I was part of a dedicated group of professional representatives which registered twenty thousand newly engaged voters. This dedicated work inspired me to continue my professional career within the city of Riverside. In 2013, I became an employee for the City of Riverside. I was honored to represent the distinguished City Council Member, Mr. Andy Melendrez as Legislative Field Representative, representing Ward 2.

During this time I graduated from the Inland Empire Economic Partnership, Leadership Academy where I was able to gain knowledgeable insight to the economic factors impacting and driving the region. I have served as Chair of the Greater Riverside Transportation NOW (TNOW) Chapter, a grassroots community group committed to promoting the use of bus riding and public transit with the Riverside Transit Agency. I have been part of the efforts to support many of the significant programs and citywide events that make Riverside the top suburb where millennials are moving. I am proud to have been a volunteer and served on the advisory and planning committees to support the: Riverside Arts Academy, the Eastside HEAL Zone Program, Ismael Villegas, Hometown Hero 90th Celebration, RPOA El Protector Baseball and Soccer Clinics, Dia De Los Muertos Festival, the Riverside Tamale Festival; in addition to several others.

In 2016, I began to serve as the Riverside Director with Californians for Voter Turnout, Education and Registration. It was in this position where I was able to spend valuable time in Ward 7, walking door to door, speaking with residents. I am currently serving as Political Organizer with labor union, SEIU Local 121RN, representing the Registered Nurses.

In closing, I believe that the position of a Council Member entails an unsaid obligation which I am fully prepared to undertake. The foundation of each Ward and its success is dependent largely on elected representatives who are prepared to utilize professional discretion while trying to properly identify and prioritize ward-specific and citywide issues. I believe this can be achieved given the right skilled experience, that of which I possess. I have made the commitment to serve my community and enhance the lives of residents throughout the City of Riverside and Inland Empire. In my time living within the City of Riverside, I have had the opportunity to witness incredible change. Communities have made headways and reached economical heights that have placed Riverside as a residence destination. Individuals are looking and relocating into our region for growth, change, and cultural prosperity. I believe my experience and knowledge of the Ward and history of serving to enhance the lives of residents has proven my ability and commitment to our communities at large. I am more than confident that I possess the qualifications and ability to serve as the next Councilmember for Ward 7. I also believe that diversity is a vital and very important missing element of representation within our city government. I am prepared to help close this vital gap of representation and provide critical and constructive added value to our city government.

Thank you for your public service and for your consideration towards my application.

Sir

Clarissa Cervantes

Clarissa Perez Cervantes

EDUCATION

California State University, Northridge
B.A, Political Science, Concentration in Government

Northridge, CA
May 2012

Awards: University Student Union, Leadership Award, Volunteer Achievement Award, Student Achievement Award, CSUN Dean's List 2012

CSUN University Student Union, Board of Directors – Student Representative
CSUN University Student Union, Board of Director – Finance Committee Chair

PROFESSIONAL EXPERIENCE

SEIU Local 121RN, Southern California's Registered Nurse Union
Political Organizer

Pasadena, CA
April 2017 - Current

- Represent membership of 8,500 RN's and other healthcare professionals employed at 23 hospitals
- Support the local and union's efforts to address unsafe work practices and enforce contract protections
- Identify and prioritize legislation that will support the professional practice and day to day needs of Registered Nurses
- Champion and advocate for legislative policy which supports the best interests of the local and its membership
- Visit hospitals to engage with members and provide information on legislative advancements and priorities

Californians for Voter Turnout, Education and Registration (CalVoter)
District Director (SD31)

Riverside, CA
April 2016 – November 2016

- Managed 20-30 full time employees.
- Conducted field research to target specific precincts and areas for registering Democrats
- Established weekly target goals and reported figures to Senate leadership
- Trained and provided evaluations to paid canvassers
- Managed bookkeeping, office budget and weekly payroll
- Registered over 12,500 Democrats

Council Member Andy Melendrez, Ward 2
Legislative Field Representative

Riverside, CA
February 2013 – April 2016

- Assisted and provided astute service to Councilman, Andy Melendrez
- Addressed the needs and concerns of the Ward's constituencies including casework, research and site visits
- Prepared and reviewed Council and Committee reports
- Prepared press releases, newsletters, op-eds, handouts, flyers and all written communication
- Executive office management: arranged all meetings, interviews, events, special speaking engagements, conferences and travel affairs for Member
- Managed and oversaw the yearly office budget, submitted expense statements, request for payments and administered finance invoices and reports
- Acted as liaison between Member and key institutions, such as the University of California, Riverside and the March Joint Powers Authority, amongst others within the Ward and City
- Coordinated and attended weekly neighborhood events and community forums
- Coordinated special Ward and Citywide events.

California Vote Project 2012
Deputy Director (SD 31/AD 60)

Riverside, CA
April 2012 - October 2012

- Managed 15-20 full time employees.
- Assembled and assigned precincts; submitted daily figures to statewide director.
- Oversaw bookkeeping, office budget and weekly payroll
- Registered over 20,000 Democrats

California Vote Project 2010
Field Organizer

Indio, CA
June 2010-September 2010

- Registered Democrats to vote in the 80th Assembly District
- Registered over 30,000 Voters

Clarissa Perez Cervantes



LEADERSHIP & ACTIVITIES

Inland Empire Economic Partnership, Leadership Academy
Leadership Graduate
Greater Riverside TNOW Chapter, Riverside Transit Agency
Chair
Riverside County Young Democrats
Secretary/Treasurer
Riverside County, Voting Accessibility Advisory Committee
Member

September 2015-July 2016
Riverside, CA
January 2015- Present
Riverside, CA
February 2015-August 2016
Riverside, CA
September 2015-January 2016

TRAINING

Ethics Training- AB 1234
Brown Act Training
Threat Assessment on Public Officials