

Steve Veres is the only candidate for City Council endorsed by the LA County Democratic Party

A Promise to Protect Our Neighborhoods

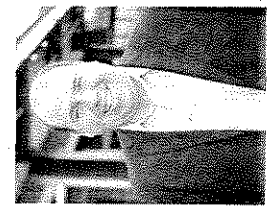
Steve Veres led the turnaround of America's largest Community College system. As the President of the Los Angeles Community College District Board of Trustees, he increased fiscal accountability, promoted transparency, and cleaned up the district's construction problems. Under his leadership, the LA Community College District has balanced its budget, improved credit ratings, and expanded critical job training programs.

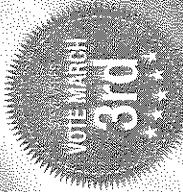
As the Los Angeles Director to State Senate Leader Kevin de León, Steve works hard every day to protect and empower middle class families. Working with local lawmakers, he helped clean up the LA River, expanded access to higher education, and secured funding to build 17 new parks in Los Angeles. In 2014, Steve helped lead the effort to triple California's Film and Television Tax Credit and make it more accountable to taxpayers. The bill was praised as one of the most significant steps to protect California's film industry jobs in the past 100 years.

Steve's long record of public service includes elections to the San Fernando City Council and appointments to the Metropolitan Transit Authority's San Fernando Valley Service Sector Governance Council, the Mobile Source Air Pollution Reduction Review Committee, and the Metropolitan Water District.

A Los Angeles native, Steve attended Loyola High School and earned his undergraduate degree from UCLA. He was a graduate student and teaching assistant in UCLA's history department. He is a former public school teacher and has taught various college courses at UCLA and Los Angeles Trade-Technical College. Additionally, Steve worked as a journalist and news editor.

Steve lives in Sherman Oaks with his wife and three daughters.





"Steve knows the issues and understands the 4th District — and he has the right vision for open space, clean air and water, sustainable transportation, and the green jobs we need locally."

— Los Angeles League of Conservation Voters

Maintaining Our Beautiful Communities

Council District 4 has some of the city's most beautiful and diverse neighborhoods. As our City Council member, Steve Varos will fight to make sure we preserve what makes each neighborhood great.

- ▲ Steve Varos will continue to work to fill potholes, maintain the quality of parks, and trim trees so that every kid in our district can grow up in a community they are proud of.
- ▲ Steve Varos is a leader in the effort to clean up the L.A. River, and will continue to work to reduce waste build-up.
- ▲ Steve Varos will work to protect property values, and invest in infrastructure that reduces traffic to make our community as livable as possible.
- ▲ Steve Varos has helped lead the charge to construct seventeen new parks. He will continue to fight for more green space as a councilman.
- ▲ Steve Varos will prioritize community based planning. He'll work closely with residents of our community and make sure all development decisions are made prudently and with ample community input.
- ▲ Steve Varos will work to expand and improve quality public transportation options to reduce traffic in our community.
- ▲ Steve Varos will be a strong advocate for DWP ratepayers; he'll make sure DWP officials stay on task, eliminate excess spending, and improve their customer service. Steve Varos will re-evaluate the distribution and allocation of DWP resources in order to prioritize areas that need immediate attention.



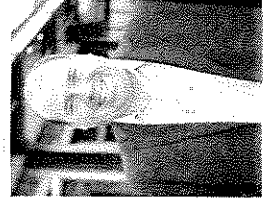
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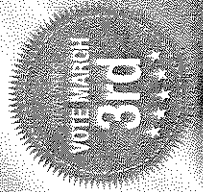
Steve Veres will invest in school safety and work to keep guns off the streets.

Keeping Our Neighborhoods Safe

Steve Veres believes that every child should grow up in a safe neighborhood - and he will fight to make that a reality as our councilman.

- ▲ Steve Veres will fight to make sure that every part of our district has fast emergency response times.
- ▲ Steve Veres will increase patrols to reduce property crimes, and fight for our community's fair share of public safety resources.
- ▲ Steve Veres will expand after-school enrichment programs to keep kids off the streets and out of gangs.
- ▲ Steve Veres will work to make sure that our police department has the resources it needs to keep our community safe.
- ▲ Steve Veres will use statistics from COMPSTAT to effectively deploy resources and enhance public safety.
- ▲ Steve Veres will partner with the LAUSD and the LA School Police to increase focus on school safety, while at the same time ensuring that kids have top-notch counseling resources available to them.
- ▲ Steve Veres will create task forces to get guns off the streets and out of the hands of criminals.
- ▲ Steve Veres is a strong believer in the importance of the safety and will increase funding for the L.A. Fire Department.





Steve Veres is a proven reformer who will work to shake up our City Government

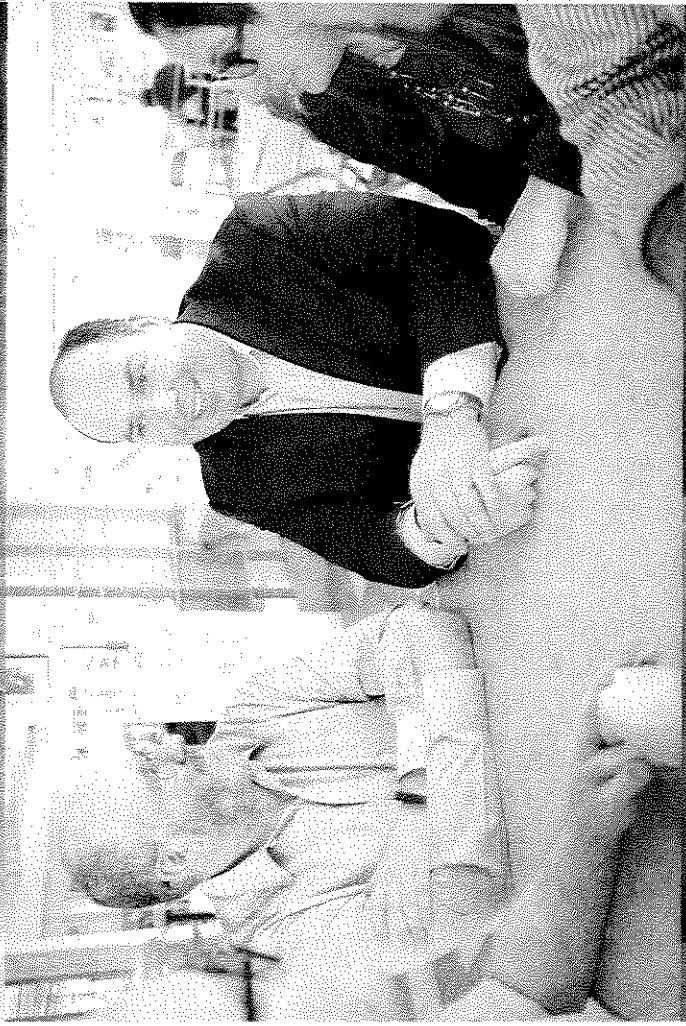
Reforming Our City Government

City Hall needs major reforms, and Steve Veres is the man to do it. Steve Veres wants to change the way City Hall is run, because the only way to change outcomes is to change the process.

- ▲ Steve Veres will work to implement new ethics reforms to increase accountability and help prevent conflicts of interest.
- ▲ Steve Veres will fight for a new rule saying that if a Councilmember receives a financial contribution from a developer, he or she should not be able to vote on that individual's projects.
- ▲ Steve Veres will work with the City Controller's office to put a real time budget online and make sure the public can easily access to information about his office's discretionary spending.
- ▲ Steve Veres will work to develop an interactive online map that drops pins of proposed projects, so that neighbors can see in real-time which projects are being considered in their area.



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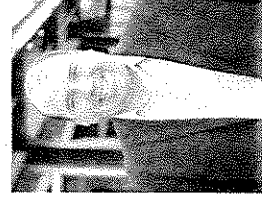


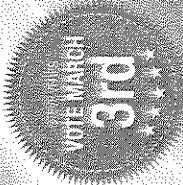
Steve Veres will be the voice of the ratepayers on the City Council. He will fight to hold the DWP accountable, while making sure it's more sustainable, efficient, and environmentally friendly.

Fixing the DWP

Everyone in Los Angeles knows the frustration of dealing with the Department of Water and Power. Steve Veres is running for City Council to actually do something about it.

- ▲ Steve Veres will work to make sure the DWP improves its inconsistent customer service. You're the DWP's customer, and you deserve to be treated like it.
- ▲ Steve Veres will work to update outdated DWP infrastructure. Water is too precious to be delivered with anything but state-of-the-art delivery systems.
- ▲ Steve Veres will take a rigorous look at what the DWP spends money on and eliminate any unnecessary spending.
- ▲ Steve Veres believes that deferred maintenance means more costs down the road. He'll work to ensure the DWP proactively identifies new leaks, and ensures maintenance happens on time and on-budget.
- ▲ Steve Veres will fight to ensure that our water is held to the highest standards of filtration—because we can't afford to have our kids drinking bad water.





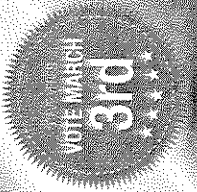
Steve Veres is supported by both business and private-sector labor unions for City Council, because he will fight to create good, middle-class jobs

Creating Great Middle-class Jobs

As Vice President of America's largest community college district, responsible for the education of 135,000 students, Steve Veres' number one job is to train L.A.'s young people for the jobs of tomorrow. He's a true believer in vocational education and career readiness, and he will bring that same approach to the City Council.

- ▶ Steve Veres will work to reduce bureaucracy and eliminate red tape so small businesses can thrive in the LA area. Veres will work to create a "concierge-type service" to help businesses navigate the city's complex bureaucracy.
- ▶ Steve Veres will work to reduce the burden of the city's heavy business tax on gross receipts.
- ▶ Steve Veres is a strong and passionate supporter of raising the minimum wage in Los Angeles — but he believes that the minimum wage is just a floor, not a ceiling, and that we need to create more good middle-class jobs in Los Angeles.
- ▶ Steve Veres has more experience overseeing job training and career readiness programs than just about anybody. Having run a community college system firsthand, Steve knows what we need to do to ensure that we have a robust and effective system of vocational education.
- ▶ Steve Veres helped lead the fight to nix the California Film Tax Credit — which will bring numerous good jobs to our district right now. He'll fight to create more film and television jobs, and keep the film and television jobs we have right here in L.A.





Steve Veres is a former public school teacher who will fight to make sure our community's kids have the best education possible.

Educating Our Community's Children

Steve Veres is a former public school teacher and as Vice President of the LA Community College District, is responsible for the education of 135,000 students. He'll make sure that the city is collaborating with the LA Community College District and LAUSD to provide a seamless education for our young people.

- ▲ Steve Veres will work to expand after school programs in his district, like L.A.'s BEST, so that kids can stay safe and out of trouble after school.
- ▲ As President of LACCD, Steve Veres increased fiscal accountability, promoted transparency, and cleaned up the district's construction problems. He'll collaborate with LAUSD to ensure that they do the same.
- ▲ As Los Angeles Director to State Senator Kevin de Leon, Steve Veres worked tirelessly to expand access to higher education, so that every kid in our area has a shot to go to college.
- ▲ Steve Veres will work to foster a stronger connection between City Hall and Neighborhood Schools, so that children have access to every resource they need to learn.

"Los Angeles residents need leaders with a proven record of delivering results for neighborhoods. Steve has represented the communities in the 4th City Council District as their elected member to the Los Angeles Community College District. He's built up relationships with the residents in neighborhoods throughout the district and has shown fearlessness when it comes to fighting for them. That's what residents want from their representatives and it's why I believe Steve Veres is the best candidate for the 4th City Council seat."

—Scott Swankin, President, LA Community College District Board of Trustees

