

# DCCC Political Call Sheet

**To:** Leader Nancy Pelosi  
**From:** Political Department – *Ian Russell, Campaign Director* (cell: 402-429-7941)  
**Date:** January 24<sup>th</sup>, 2013  
**District:** Pete Aguilar (CA-31, Miller)

---

## Purpose of Call:

Please call Redlands Mayor Pete Aguilar to encourage him to run for Congress again in CA-31 (Rep. Gary Miller).

Cell: 909-659-8883

## Talking Points:

- Please let Pete Aguilar know that he is our top choice for this district – but we need him to commit to running and set an announcement date.
- Please let him know that this district is a top priority for the DCCC. President Obama received 58.5% of the two-party vote here in 2012, making it the most Democratic-leaning district held by a Republican in the entire country. If he doesn't commit to running and make an announcement soon, it is likely that other potential candidates will look at it. We *must* avoid having too many Democrats file for the “jungle primary” or we risk a repeat of 2012, when the Democratic vote was splintered and a Democrat did not advance to the general election.
- Please ask him to commit to running.

## Background:

- This is the most Democratic district held by a Republican in the country: President Obama received 58.5% of the two-party vote here in 2012. However, due to the new “jungle primary” system in California, Aguilar came in third place by about 1,500 votes in 2012 and didn't advance to the general election.
- Aguilar is a Redlands City Council member serving as the Mayor of Redlands, CA. He was first appointed Mayor in 2007. He is also a local businessman. He owns his own government affairs consulting firm based in Redlands.
- Aguilar was supposed to visit Washington, DC for the Inauguration and meet with Chairman Israel. However, he came down with the flu and was unable to make the trip at the last minute.
- He did have a chance to meet with Rep. Donna Edwards on Thursday December 13, 2012 during a brief, non-political trip to Washington, DC. They discussed his interest in running for Congress and his timeline for making a decision. He was noncommittal, citing the need to talk to his

family about it over the holidays. Since then, he has been in contact with DCCC staff but has stopped short of committing to run.

- In the aftermath of the 2012 election, former Rep. Joe Baca indicated interest in running here, but has not followed up or made any public moves. We believe Aguilar would be the stronger candidate.

### **Pete Aguilar Bio:**

Pete Aguilar is a Redlands City Council Member serving as Mayor.

Since 2006, Pete has been a member of the Redlands City Council having first been appointed to serve in a vacated seat before running and winning citywide election in 2007. He is currently President of the League of California Cities, Inland Empire Division and also serves on regional boards and commissions.

Professionally, Pete is a small business owner of his own government affairs consulting firm. Previously Pete served as Director of Governmental Relations for a financial institution working with federal, state and local elected officials. Prior to that, Pete was appointed by Governor Gray Davis as Deputy Director and later Interim Director for the Inland Empire Regional Office of the Governor in July 2001.

Pete is currently on the Board of Directors for the YMCA of the East Valley and serves as an Advisory Board Member to Redlands Community Hospital and the THINK Together Inland Empire Leadership Council. He served the San Bernardino Affiliate of Habitat for Humanity as President of the Board of Directors for two years, earning Volunteer of the Year honors for his work with the organization. He was also appointed in 2009 by the Speaker of the State Assembly to serve as one of five statewide directors to the Consumer Motor Vehicle Recovery Corporation.

He has received Professional Awards as the top "Political Professional" from the California Credit Union League statewide trade association, the University of Redlands HOPE Centennial Award, and was honored as one of Assembly member Amina Carter's top "30 under 30" within the Inland Empire.

Pete earned degrees in Government and Business Administration from the University of Redlands.

Pete and his wife Alisha have lived in Redlands since 1997 and have two sons, Palmer and Evan.

## CA-31 DISTRICT INFO

### FINANCIAL INFO

#### 2012 Candidate Cycle Summary

Name	Party	Cycle Raised	Cycle Spent	Ending COH
Gary Miller	R	\$1,265,553	\$1,654,775	\$471,219
Bob Dutton	R	\$387,524	\$381,120	\$6,403

#### 2012 Major Democratic v. Republican IE Spending

*(Groups spending over \$50,000)*

Name	Party	IE
<b>DCCC</b>	<b>D</b>	<b>\$0</b>
<b>NRCC</b>	<b>R</b>	<b>\$0</b>
Restoring Our Community	R	\$160,046.56
Inland Empire Taxpayers for Jobs	OTHER	\$92,800.90
UNAVAILABLE	OTHER	\$321,157.39
National Association of Realtors Congressional Fund	BOTH	\$386,871.00
National Association of Realtors Political Action Committee	BOTH	\$1,394,225.00
<b>All Democratic Spending</b> <i>(Includes spending under \$50,000)</i>		<b>\$0</b>
<b>All Republican Spending</b> <i>(Includes spending under \$50,000)</i>		<b>\$1,941,142.56 (R) / \$1,781,096 (OTHER)</b>
		<b>\$2,395,455.29</b>

#### 2012 DCCC Full Itemized Spending

Name	Field	IE	Other Spending	Total
DCCC		\$0	\$0	\$0

### ELECTION RESULTS

#### Congressional Statistics

*(Two Party Vote)*

Cycle	W/L	Candidate	Party	Vote
2012	L	DUTTON	REP	45%
2012	W	MILLER	REP	55%
2010	W	BACA	DEM	65.5%
2010	L	ROBERTS	REP	34.5%
2008	W	BACA	DEM	69%
2008	L	ROBERTS	REP	31%

#### Presidential Statistics

*(Two Party Vote)*

Cycle	Candidate	Party	Vote
2012	OBAMA	DEM	58.5%
2012	ROMNEY	REM	41.5%
2008	OBAMA	DEM	57.9%
2008	MCCAIN	REP	42.1%

### DISTRICT DATA

<b>DPI</b>	52.7%%
<b>AfAm</b>	11.0%
<b>Hispanic</b>	44.4%
<b>Other</b>	10.3%
<b>Total Minority</b>	65.7%

### MAJOR CITIES

San Bernardino  
Rancho Cucamonga

### MEDIA MARKETS

Los Angeles, CA (100%)  
\$1,250 (Political) / \$1,650 (Issue)

