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## **New Advocacy Group Urging Candidates Running for City of Los Angeles Leadership Offices Propose Latino Equity Five-Point Plan**

*Los Angeles Latino Equity and Diversity Initiative Launches for Hispanic Heritage Month*

**Los Angeles, Calif.** -- The Los Angeles Latino Equity and Diversity Initiative (LALEADI), an advocacy group committed to advancing the equity for Latinos in Los Angeles, launched today in time for the start of Hispanic Heritage Month. Policy delivering equitable services for the Latino community of Los Angeles and Latino representation in the highest offices of the City of Los Angeles is necessary for our community to be serviced effectively. Proposing a [Latino Equity Five-Point Plan](#), LALEADI is seeking candidates for Mayor, City Attorney, and City Controller to pledge a commitment to the Plan once in office.

“Latinos are a major driving force of the City of Los Angeles and LALEADI plans to monitor our officials to ensure the City has the needs of our community top of mind,” said Neighborhood Council Sustainability Alliance and LALEADI founder Ernesto Hidalgo. “Latinos power the City daily so we cannot be left out of the discussion.”

LALEADI developed a Latino Equity Five-Point Plan based on the city's infrastructure to advocate principles that will seek proportional representation. The Plan seeks to achieve the following: equitable distribution of public investments, accountability of Impact, acknowledgment of the history of Latino people (US-born and immigrant), coalition-building with the intention of collective action, and identify and highlight challenges Latinos face every day. These five tenets will help ensure the inclusion and proper service of Latino people in a City rich with culture and history of many Latino populations.

“Since the inception of Los Angeles, Latinos have always been present and building its infrastructure but representation has not always been reflective of that,” said Commissioner LACERS\* and LALEADI founder Cynthia Ruiz. “Our elected officials must be made accountable when running for an office and when sitting in office about their commitment to this community.”

LALEADI has partnered with other Latino advocacy groups, non-profit groups as well as political groups including NALEO Educational Fund, Teamsters Local 396, Avance Democratic Club, Northeast Democratic Club of Los Angeles, Labor Council for Latin American Advancement, United Firefighters of LA, Latino Heritage Los Angeles, Plaza de la Raza Cultural Center, Wise Latina Network, East LA Rising, and Barrio Action.

“LALEADI’s Plan is a guide every Mayoral, City Attorney, and City Controller can pledge to demonstrate their commitment to the major portion of Los Angeles’ population,” said Commissioner LACERS\* and LALEADI founder Nilza Serrano. “As a city that is powered by Latinos, when resources are served proportionally the entire City benefits.”

**About Los Angeles Latino Equity and Diversity Initiative**

In July of 2020, Mayor Garcetti convened a group of Latino City Commissioners so that he could provide them with updates on his work for the Latino Community. The group shared a passion for advancing policy that is critical to the well-being of the Latino Community and established a steering committee which evolved into the Los Angeles Latino Equity and Diversity Initiative (LALEADI). Latinos must hold positions at the City's highest levels to advocate for our community strategically and effectively. This initiative intends to ensure that the City of Los Angeles provides the Latino community with fair and equitable services. For more information, please visit [LALEADID.org](http://LALEADID.org).

\* For informational purposes only.