



****MEDIA ADVISORY****

Latino Non-Partisan Coalition Calls on LA City Candidates to Commit to Advancing Latino Equity and Inclusion

Candidates are asked to sign the Latino Equity 5-Point Plan outlining how to achieve equity for Latinos in the City of Los Angeles

January 21, 2022 - Los Angeles, CA - The [Los Angeles Latino Equity and Diversity Initiative](#) (L.A. LEADI) is hosting its first press conference to call on all candidates seeking election for Los Angeles City Mayor, Attorney, and Controller to pledge their commitment to advance Latino equity and inclusion. L.A. LEADI, a non-partisan coalition, has asked every candidate to pledge their commitment by signing on to the [Latino Equity Five-Point Plan](#), a framework detailing how equity for the largest ethnic group in the city can be achieved. **Names of candidates that have signed the Pledge are available upon request and will be announced at the press conference.**

WHAT: Latino-led coalition L.A. LEADI urges all candidates running for City Mayor, City Attorney, Controller to pledge commitment to equitably serving Latinos with Latino Equity 5-Point Plan.

WHEN: Wednesday, January 26, 2022, at 9:00 AM

WHERE: 145 W 1st St, Los Angeles, CA 90012 (Steps at the City Hall Park Center between N. Spring St and N. Main St.)

WHO:

- **Labor:** **Ron Herrera**, president of Los Angeles County Federation of Labor. **Ron will be accompanied by a worker who will be available for interviews.**
- **Education:** **Ana Ponce**, executive director at Great Public Schools Now. **Ana will be accompanied by a parent who will be available for interviews.**
- **Immigrant Community:** **Angelica Salas**, Executive Director at Coalition for Humane Immigrant Rights (CHIRLA). **Angelica will be accompanied by a member of CHIRLA who will be available for interviews.**
- **Business:** **Darrel Saucedo**, Owner Associated Construction Services Group, Chairman L.A. Latino Chamber of Commerce, Chairman Economic and Workforce Development, County of Los Angeles. **Darrel will be accompanied by a business owner who will be available for interviews.**
- **Latinas & Families:** **Emiliana Guereca**, activist, feminist, entrepreneur, and President of Women's March Foundation. **Emiliana will be accompanied by Carmen Schaye who will be available for interviews.**

Visuals: Press conference at L.A. City Hall features Latino speakers from a variety of sectors. Large posters of each Pledge that was sent to every candidate.

RSVP/Contact: If you would like to attend the press conference or if you would like to interview a speaker, please contact 323.804.2561 or alma.maldonado25@gmail.com.

L.A. LEADI's Latino Equity Five-Point Plan, based on the city's population make-up, outlines how to adequately advocate principles that will seek proportional representation.

1. **High-Level Appointments:** Commit to supporting an administration that values diversity, equity, and inclusion by appointing underrepresented populations, particularly Latinos, to leadership positions.
2. **Procurement and Contracting:** Commit to supporting the creation of a financial framework that supports equity in the issuance of awards made through the city of Los Angeles' procurement and contracting processes across all city departments.
3. **City Services:** Commit to supporting investment for equity in city projects, programs, and services, including, but not limited to Public Works, Recreation and Parks, Housing, Transportation, Planning, Library, Cultural Affairs, and Public Safety, including Police and Fire.
4. **Workforce:** Commit to supporting the creation of a financial framework that promotes equitable pay, proportional representation in the city's workforce, and a review/audit of hiring, recruitment, and workforce development practices within the city of Los Angeles.
5. **Partnership for Latinos:** Commit to work with the LALEADI on helping assess conditions affecting Latinos, identifying challenges and shaping policy, overseeing the implementation and evaluation of policy and its impacts on Latino residents, and publicly reporting outcomes and progress of established metrics.

As the majority of the city's population, Latinos deserve to be served adequately by elected officials and public servants - which, we believe, is a milestone that has not been accomplished yet. The local economy is largely dependent on Latino labor, purchasing power, and Latino-led businesses. Therefore, the Los Angeles Latino community deserves a government where representation and services reflect our numbers and importance to the prosperity of our city.

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.