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

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

January 26, 2022 - Los Angeles, CA - The [Los Angeles Latino Equity and Diversity Initiative](#) (L.A. LEADI) called 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, 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.

“L.A. LEADI applauds the candidates seeking to represent and serve the people of Los Angeles, a city made-up of majority Latinos, in the highest offices of government for signing on to the Latino Equity Five-Point Plan,” said Nilza Serrano, founder of L.A. LEADI. “In every pocket of the Los Angeles economy, Latinos are an integral component of a healthy and sustainable foundation. We encompass the bulk of the labor force. We start and lead businesses. We are a young population that will be the future of the City. We deserve to be serviced equitably to be given the opportunity to advance and prosper.”

L.A. LEADI developed the Latino Equity Five-Point Plan, based on the city's population make-up, to comprehensively outline how candidates will be graded on how well they adequately advocate principles that will seek proportional representation for Latinos. The main elements of each pledge are:

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.

“L.A. LEADI celebrates that Los Angeles City was shaped and is now sustained by the working hands of Latinos, and we expect City leaders and those looking to serve us to celebrate with us,” said Ron Herrera, president of Los Angeles County Federation of Labor. “As for the candidates whom have not yet signed the Latino Equity Five-Point Plan, we implore you to collaborate alongside us as we aim to build an equitable stream of resources and services for the largest ethnic group in Los Angeles.”

Since the inception of the coalition in the Fall of 2021, L.A. LEADI has actively outreached to all candidates of each race, regardless of political affiliation. Today, the candidates that have pledged their commitment to building equity for Latinos are as follows: for City of Los Angeles Controller, candidates include Paul Koretz, Kenneth Mejia, David T. Vahedi, and Reid Lidow; for City of Los Angeles Attorney, candidates include Kevin James and Teddy Kapur; for City of Los Angeles Mayor, candidates include Sean I Enright, Kevin De Leon, Jessica Lall, and Jemiss Nazar.

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.

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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 (LAEADI). 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.