



The Status of Latinos in California

An analysis of the growing Latino population,
voting trends and elected representation

Brought to you by:

Leadership California Institute

California Latino Legislative Caucus

National Association of Latino Elected and Appointed Officials (NALEO)

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The Leadership California Institute is a nonprofit, non-partisan catalyst for current and emerging leaders to address the critical challenges facing a rapidly changing California.

Report Partners



Research



GrassrootsLab is the leading local government outreach and research firm in California. Possessing some of the most comprehensive data on state and local government officials and jurisdictions, GrassrootsLab is consistently engaged in developing strategic and tactical plans for major public and private institutions.



Mike Madrid



Robb Korinke

Data Sources

Local Government statistics are drawn from GrassrootsLab's Grassfire Database.

Latino officials are compiled and contributed by NALED Educational Fund and GrassrootsLab's Grassfire Database.

State Population Figures are drawn from the U.S. Census (2014 Estimates). City Level figures utilize the American Community Survey, 2013 5-year estimates.

Latino Voter Turnout is drawn from UC Davis Center for Regional Change, California Voter Registration and Turnout Tracking File: 2002-2012

Poverty Statistics are drawn from the American Community Survey, 2013 5-year estimates.

Data is based on officials elected as of 1.31.15

Leadership



Paula Treat
LCI Chair

Treat has operated her own contract lobbying firm since 1984 and has lobbied in Washington, DC, NV and CA on behalf of a diverse group of clients. As a successful bipartisan lobbyist, Treat was chosen for the pilot episode of "Politics on Tap," and has been the recipient of numerous awards over the years.



Asm. Luis Alejo
Assembly District 30

Alejo was first elected to the Assembly in November 2010 to represent the 28th Assembly District, which consisted of San Benito County, the Salinas Valley, North Monterey County, South Santa Clara County and the city of Watsonville.



Arturo Vargas
Executive Director, NALEO

Vargas is the ED of NALEO and the NALEO Educational Fund, whose mission is to strengthen American democracy by promoting the full participation of Latinos in civic life. He is a nationally recognized expert in Latino demographic trends, electoral participation, voting rights, the Census, and redistricting.



Asm. Susan Eggman
Representing
Assembly District 13

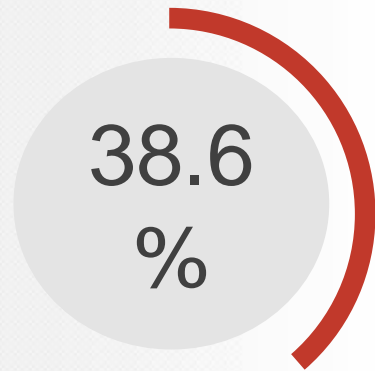
Dr. Susan Talamantes Eggman was elected in November 2012, and re-elected in 2014, to represent the 13th Assembly District, which draws together the San Joaquin Delta communities of Stockton, Tracy, Thornton and Mountain House.

Latinos in California

Statewide Population and Voting Trends

Latino Population

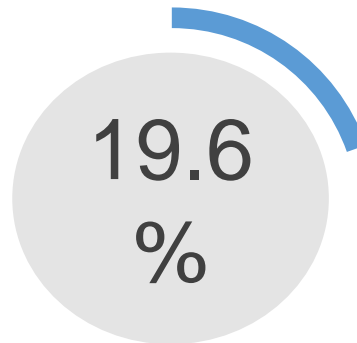
2014 US Census Estimate



Latinos represent the most populous ethnic group in California.

Latino Registered Voters

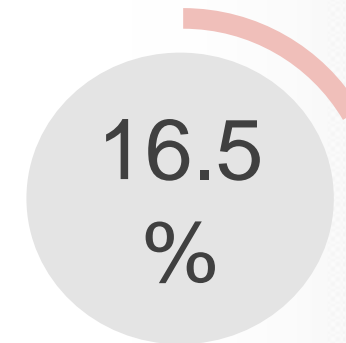
2002-12 Average



On average, between '02 - '12, Latinos comprised less than 15% of registered voters in California

Latino Share of Electorate

2002-12 Average



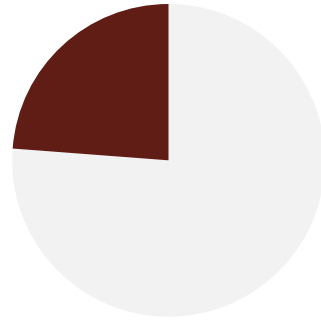
In addition to relatively low registration numbers, Latinos make up a low proportion of CA's overall voter participation.

Latino Representation In California



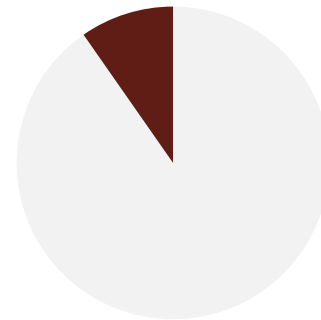
12.5%

State Senate



23.8%

State Assembly



9.8%

County Supervisors



14.6%

City Council

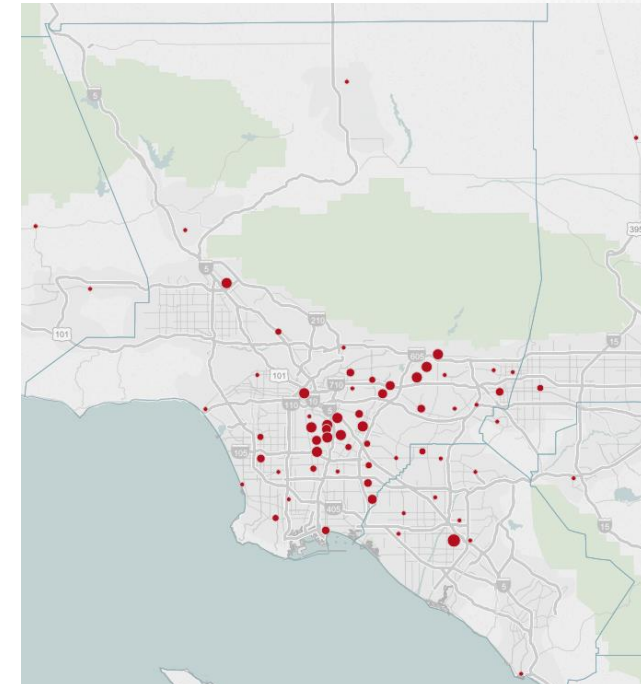
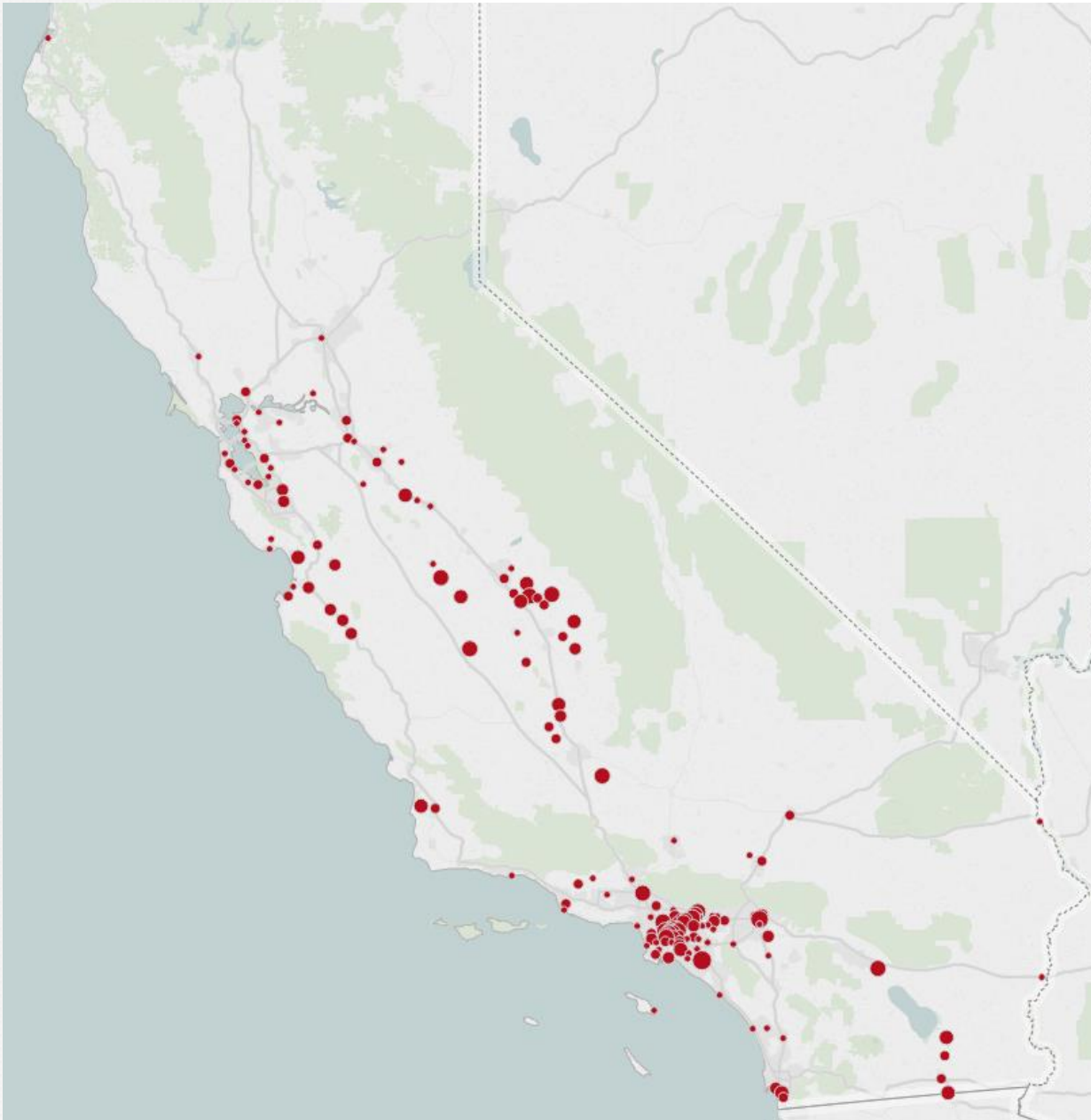
Latino Population in California

38.6%

Latinos on City Councils

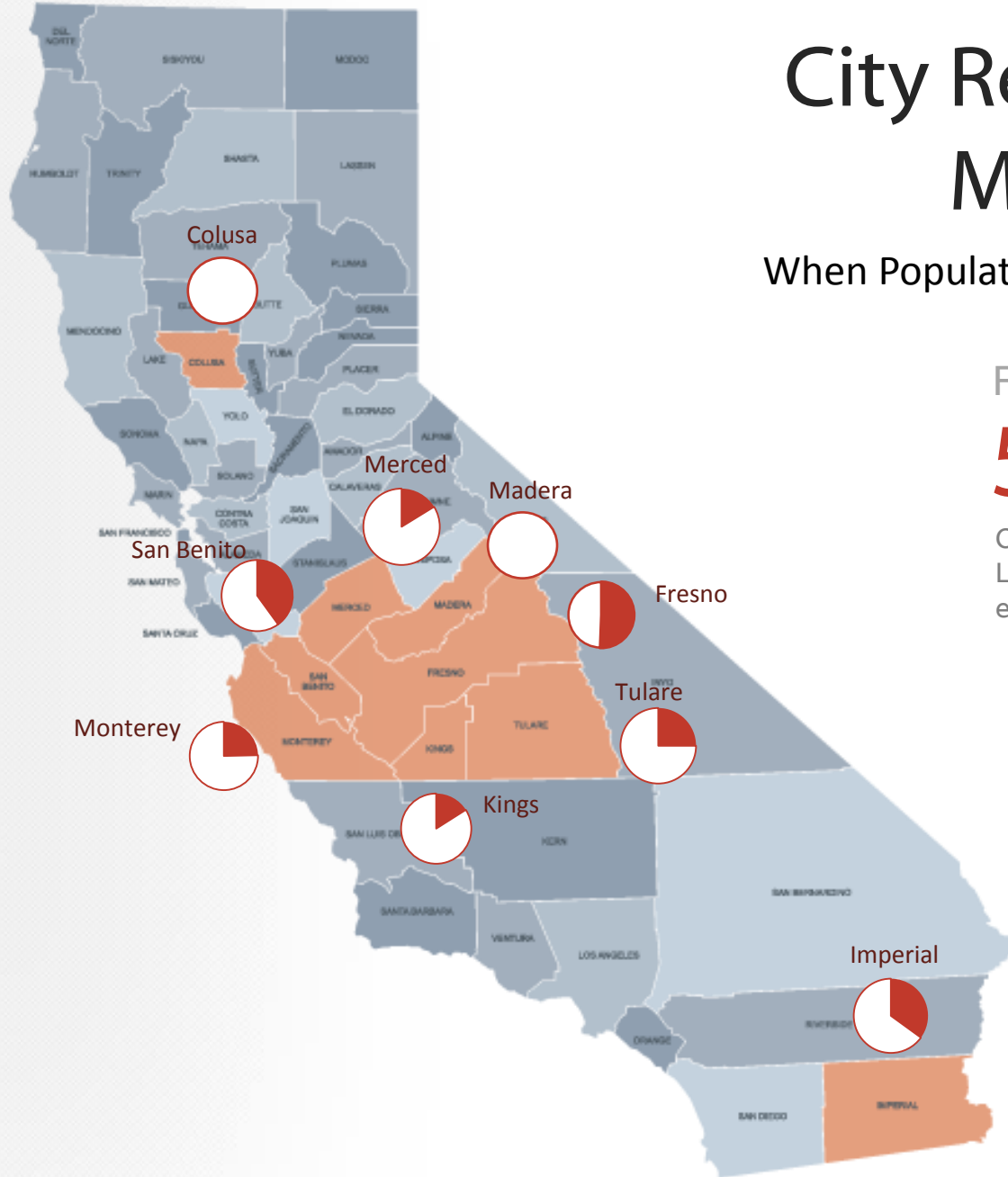
Latinos Represented in 27 of 58 Counties.

69% of Latino reps come from cities that are 50% or more Latino.



City Representation Latino Majority Counties

When Population does not translate into Representation



Fresno County

50.6% Latino Pop.

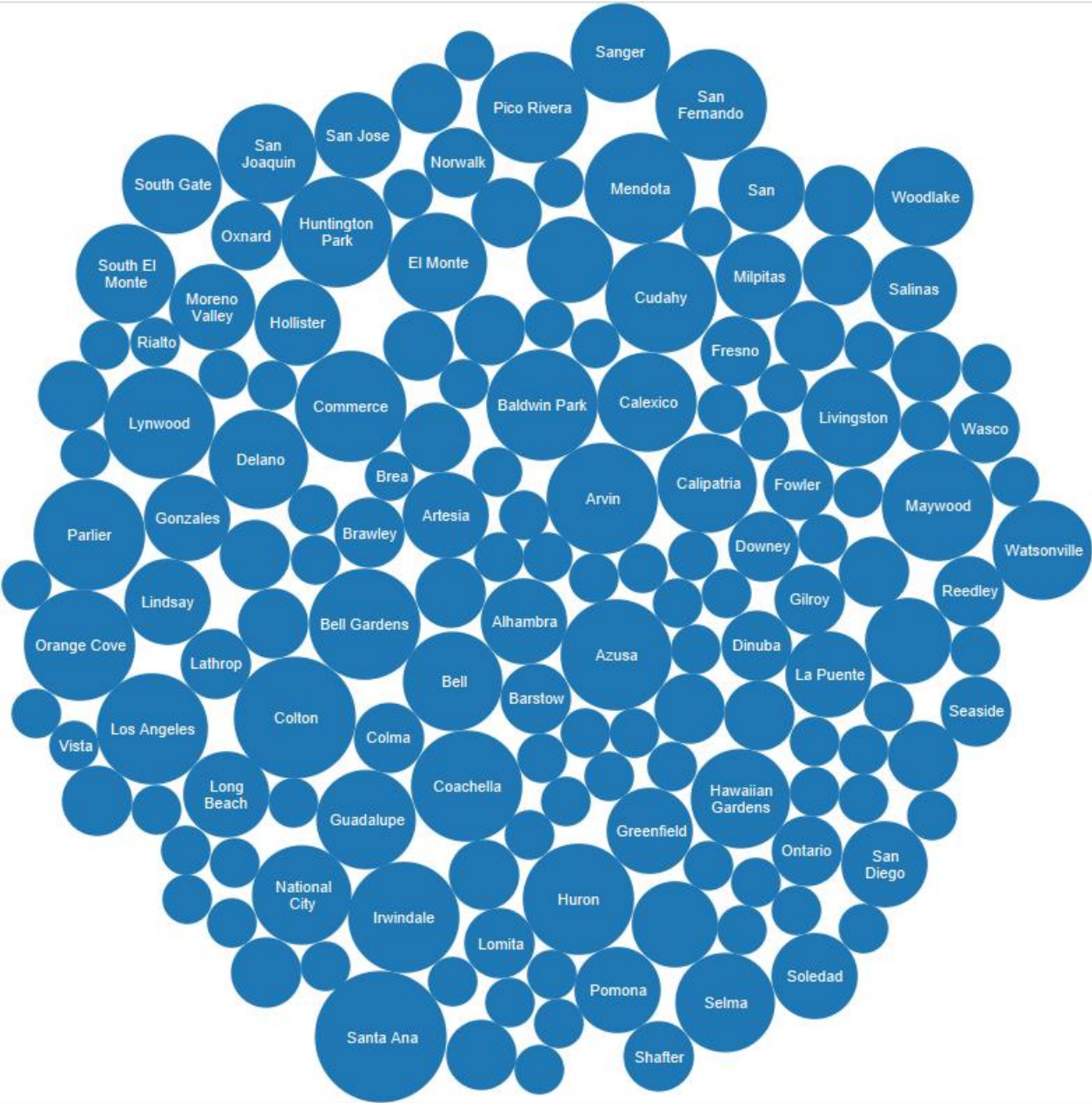
Only County with a Latino majority of local elected officials (50.6%)

Colusa County

55.1% Latino Pop.

Has no Latino local elected officials.

Latinos in City Government



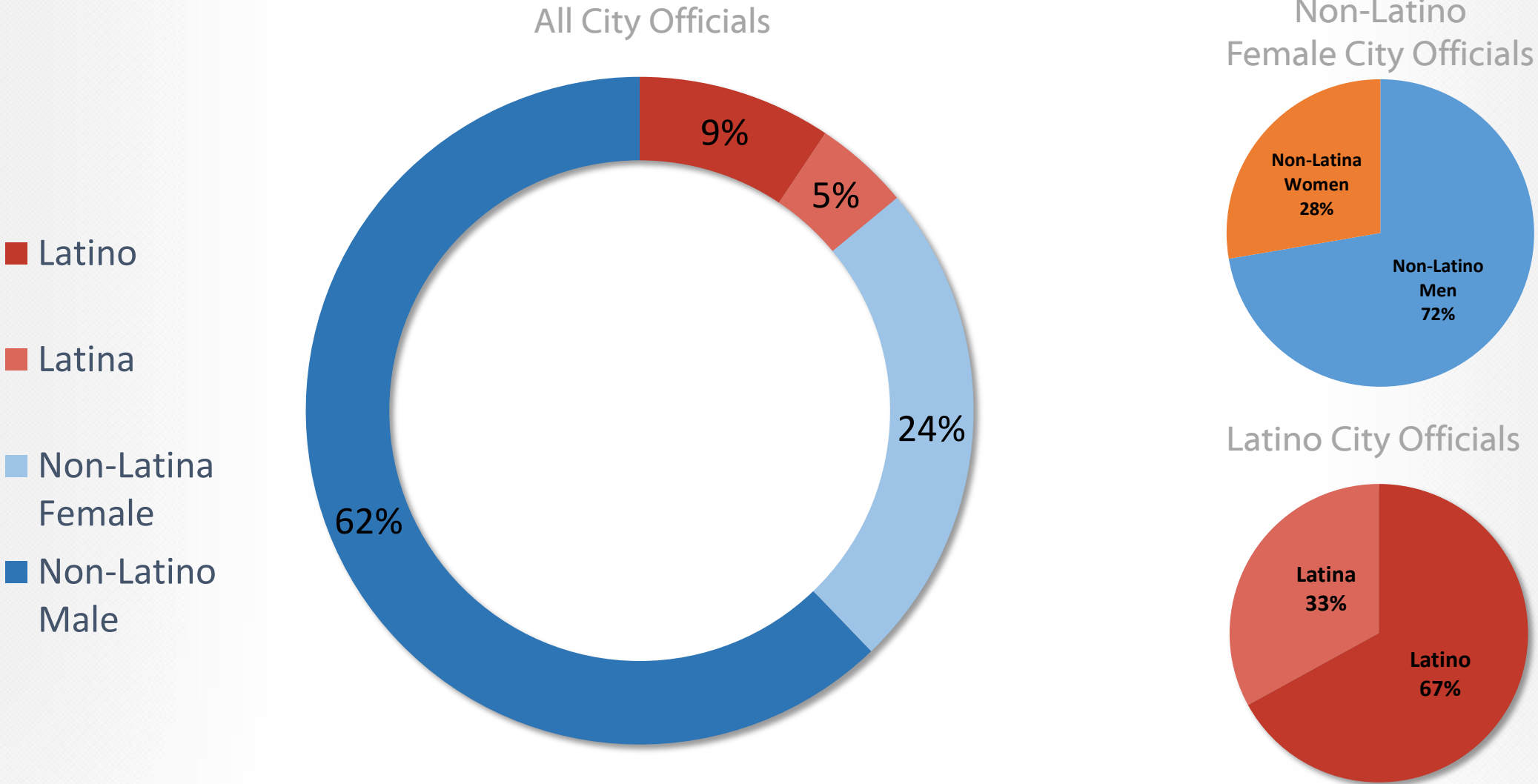
Small Cities Drive Latino Representation

Over half of Latino local elected come from cities with less than 40,000 residents.

72% of all Latino elected officials sit on council seats in cities with an overall population of under 75,000.

Only 19% of Latinos are elected to city council seats in cities with populations over 100,000.

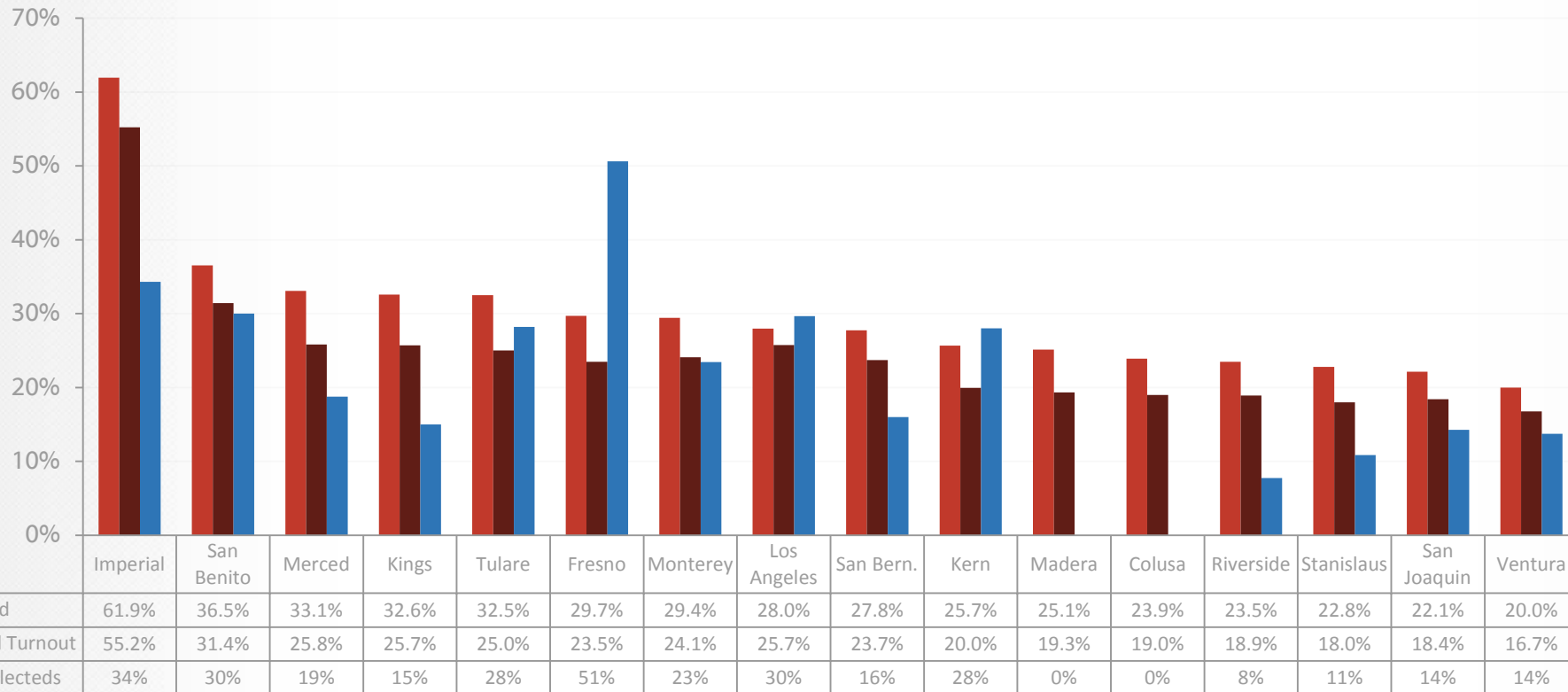
Gender Composition of Latino Elected Officials



Latino Voter Registration & Turnout

Municipal Representation

Counties with greater than 20% Latino Registration



Voter Registration & Turnout Not Translating to Representation

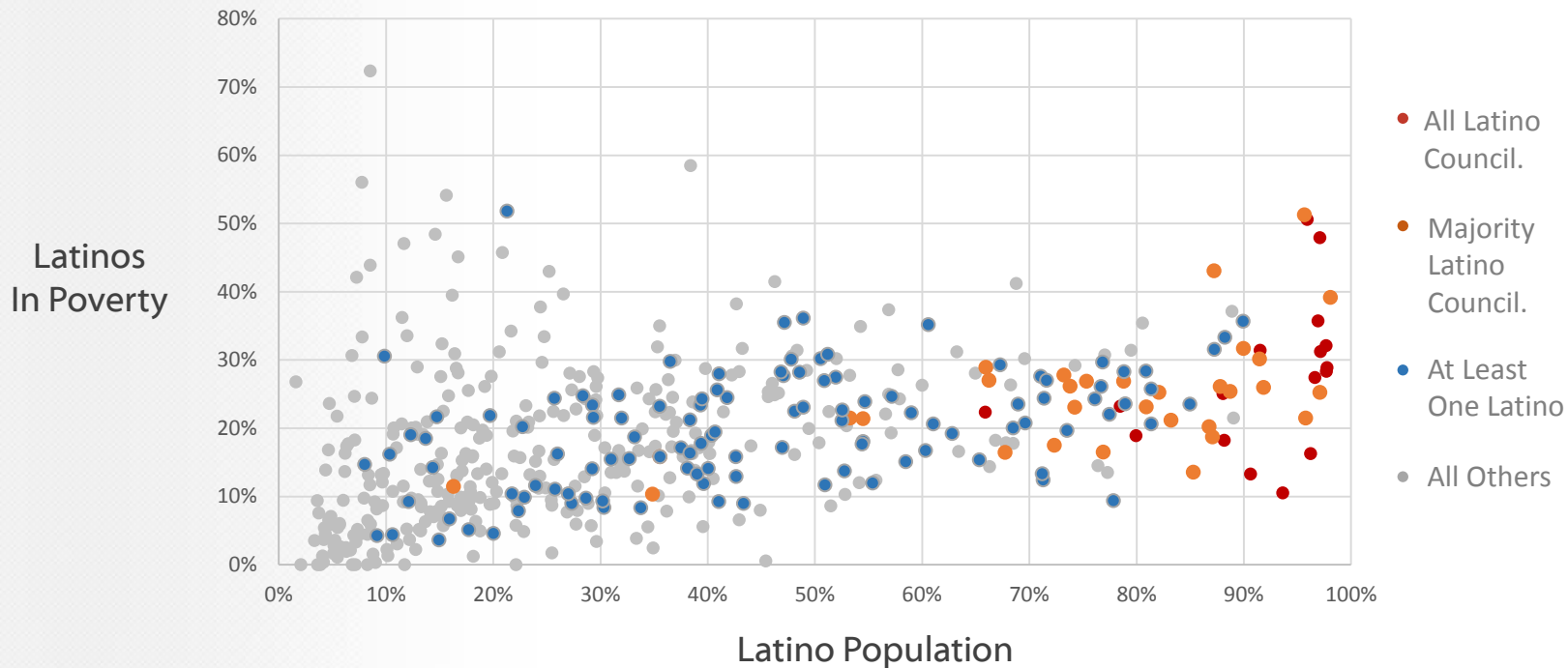
Latino representation lags voter participation in almost every county.

Best performing are Fresno, Kern and Alameda County (not shown)

Population & Poverty

Does it Impact Representation?

City Councils in California



Cities with very high Latino populations tend to elect Latino representatives.

Cities with high Latino impoverishment are less likely to be represented in local government



17 Entirely Latino City Councils

All have greater than 66% Latino residents.



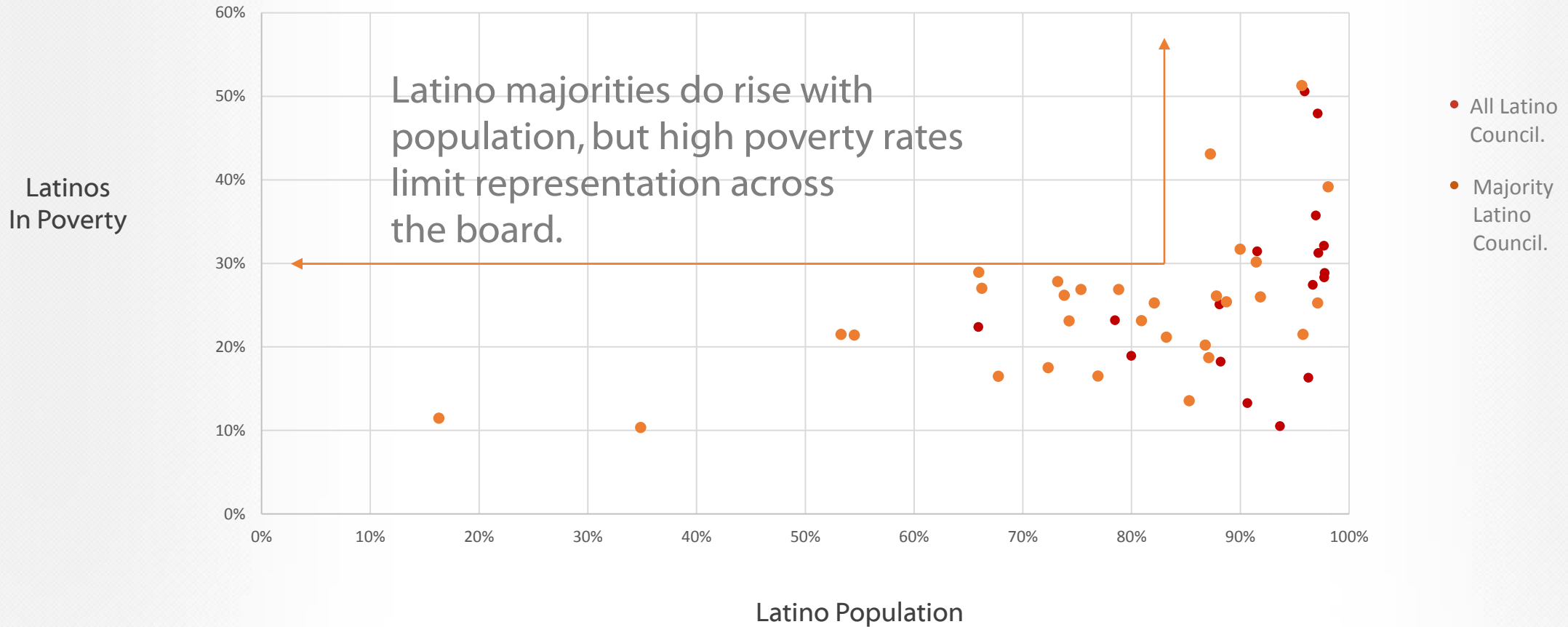
47 Majority Latino Councils

Range from 16% Latino to 95% Latino.

Population & Poverty

Does it Impact Representation?

City Councils in California



Takeaways

1

Latinos are Underrepresented in California

By any measure, Latinos are under-represented in every level of government in California. Without a significant change in the current trend, CA's largest ethnic group will be underrepresented for the foreseeable future.

2

High Latino Turnout does not guarantee local representation

Even in counties where Latinos represent 20-25% of the electorate, local communities are not represented by Latino mayors and councilmembers.

3

Poor Latino Communities do not foster elected leadership

Poverty has long been one of the key indicators for diminished civic engagement and voter turnout regardless of race and ethnicity. This problem disproportionately affects Latino communities in California and is manifesting itself in alarmingly low voter turnout rates.

4

Latinas fare better than other ethnicities

The prominent role of women in Latino civic engagement, political decision making, and voting behavior is well documented and appears to be a model for women seeking office.

5

Latinos fare best in small cities

Small cities lead the way in Latino representation, but more needs to be done in medium to large cities to bring representation levels to population parity.
