

SEIU 721 ON A ROLL IN 2014-15

ANNUAL REPORT TO SEIU 721 MEMBERS

HOW FIGHTING FOR ALL WORKING FAMILIES PAID OFF BIG TIME FOR SEIU 721 MEMBERS



**L.A. CITY \$15
MINIMUM WAGE
WIN!**

**L.A. COUNTY \$15
MINIMUM WAGE
WIN!**

**PROTECTING GOOD
JOBS & GROWING
MEMBERSHIP
10,000 NEW
MEMBERS**

**FIX L.A. +
L.A. CITY CONTRACT**

- BLOCKED CONCESSIONS
- WON RAISES
- COMMITMENT TO RESTORE
5,000 JOBS

**L.A. COUNTY
CONTRACT**

- 10% RAISES
- PROTECTED HEALTHCARE
- PATH TO PERMANENCY
FOR TEMPORARY WORKERS

A year ago, we knew Southern California workers' backs were against the wall and our union would face some of the toughest fights in our history. At our member summit last November, we decided going it alone with old tactics wouldn't work. Instead, we focused on building alliances with other unions, community groups, and clergy. We led the Fight for \$15 with our members, fast-food workers and other workers around the region and won a game-changing victory — a \$15 hourly minimum wage for every worker in the City of L.A. We followed up by passing \$15 an hour for workers in L.A. County shortly after.

The alliances we built through Fight for \$15 and our Fix L.A. coalition of community and faith-based groups paid off for workers again and again in 2015.

Bucking the national trend, we helped elect pro-worker allies in federal, state and local races. Obamacare created an unprecedented amount of new work for DPSS workers. We fought for and won new funding for better staffing, but there's more to do. We went to Sacramento and helped pass new laws to protect our work. We organized thousands of new workers in government and private colleges. And proving that you can do well by doing good, our allies helped us beat back concessions, and we won good new contracts in the City of L.A., L.A. County and several other communities.

**Bob Schoonover
President, SEIU Local 721**

Bob Schoonover



SEIU LOCAL 721: ON A ROLL

OCTOBER
2014

More than 1,000 L.A. community leaders, clergy and union members, led by SEIU 721 and Fix LA, descend on the financial district and City Hall to protest service cuts caused by the financial crisis and the City of L.A.'s costly deals with big banks.



NOVEMBER
2014

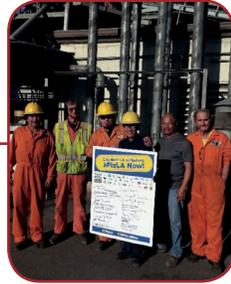
NLRB upholds vote by Laguna College of Art and Design adjunct faculty to join SEIU 721.



250 instructors at Otis College of Art and Design vote to join SEIU 721, capping off a year in which over 400 new full-time and adjunct faculty members at several campuses voted to join SEIU.



SEIU 721 organizes more than 80 "March on the Boss" actions in the City of L.A.



Fix L.A. actions expose how the financial crisis and costly deals with Wall Street banks hurt city services. Action with Councilman José Huizar shows the City of L.A. has lost 1 in 5 of its vehicle mechanics, sidelining garbage trucks citywide.



While Democrats and progressives suffered disappointing losses nationally, SEIU 721 members' efforts help win key federal, state and local races, like Hilda Solis' victory in the L.A. Supervisors race and Sheila Kuehl's victory in the supervisory run-off.



SEIU 721 wins 15 of 19 contests in which it endorsed, including Councilman José Huizar's landslide victory.

800 San Bernardino County professional workers vote to join SEIU 721.

The support of SEIU Local 721, City of Los Angeles workers and Fix L.A. helps pressure port management into resuming contract talks with striking Teamsters at the Port of L.A./Long Beach.



SEIU 721 hosts countywide awards ceremony to honor L.A. social workers.

SEIU 721 left the starting line in 2014 with a strategy to drive change for workers on the streets, in the workplace, at the ballot, and at the bargaining table. We organized thousands of new members in local government and private universities. We elected allies and friends at the federal, state and local level. We passed new laws at the state level protecting our work. We took to the streets to fix L.A. and passed a game-changing \$15 minimum wage for all workers. We won good new contracts in L.A. City, L.A. County and other parts of Southern California.

SEIU 721 kicks off L.A. County contract campaign with strategy session.



A YEAR OF VICTORIES IN THE STREETS, ON

WINNING FOR WORKERS



APRIL
2015

MAY
2015

JUNE
2015

JULY
2015

AUGUST
2015

SEPTEMBER
2015

L.A. City 721 members vote to authorize a strike by an 86 percent margin.



L.A. City Council votes 14-1 to raise the City's hourly minimum wage in phases to \$15 an hour by 2020.



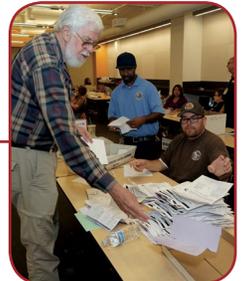
SEIU 721 leads Fight for \$15 protests, as massive demonstrations shut down city streets in Downtown L.A.



SEIU 721 kicks off new drive to ensure that every 721 member is officially signed up to take advantage of the protections and benefits provided by full, official membership in our union.



SEIU 721 wins a City of L.A. contract that includes raises for all workers and blocks healthcare cost increases. The four-year agreement includes a key Fix L.A. goal: restoring services through the hiring of 5,000 additional workers.



L.A. City workers disrupt Mayor Garcetti's State of the City address to protest service cuts and short staffing. Blitz of actions brings City of L.A. negotiators back to the table with SEIU 721 and the Coalition of City Unions.



L.A. County Department of Social Services workers protest excessive caseloads in worksite action and at the Board of Supervisors, winning the hiring of 245 additional eligibility workers.



SEIU 721 elects Herman Santos to the LACERA Board of Retirement and Vivian Gray to the LACERA Board of Investments.



Group of 9 L.A. women community activists hold 15-day hunger strike calling for a \$15 minimum wage for all L.A. workers.



L.A. County votes to raise hourly minimum wage to \$15 for all workers – a result of SEIU 721's hard work.



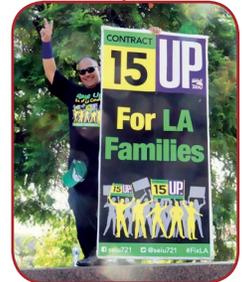
L.A. County workers win T.A. that includes 10 percent raises for all SEIU members. The three-year deal also includes breakthrough agreements on path to permanency, vacations and the first increase in differential shift pay in 25 years.



SEIU 721 kicks off Representational Excellence pilot program with enhanced training for stewards.



Victory in L.A. City Fight for \$15 campaign, which SEIU 721 helped lead, is credited with pushing the University of California Regents and New York City's wage board to vote to approve \$15 for all university employees and New York City fast food workers.



THE BALLOT AND AT THE BARGAINING TABLE

WE TURNED UP THE HEAT TO RAISE UP L.A.'S WORKING FAMILIES



SEIU 721 racks up major victories. We formed Fix L.A. – a coalition of Labor, community and faith-based groups committed to fighting for all working families and holding rich banks and corporations accountable. Determined to raise the wage floor for all, we led Fight For \$15 and the campaign to help fast food workers win fair wages and a union.

On June 10th, the L.A. City Council passed a \$15 hourly minimum wage for all workers. On July 21st, L.A. County followed suit. In August, SEIU 721 and other city unions negotiated agreements accomplishing key goals of Fix L.A. – protecting good paying jobs for L.A. City workers and committing the city hire 5,000 new workers to restore vital services. In October, we obtained an excellent three-year contract that puts L.A. County on the road to becoming the employer of choice and delivering more services to the communities we serve. In the end, our strategic coalition-building won a raise for nearly 50 percent of L.A. workers and good contracts for L.A. City and County employees.

L.A. CITY CONTRACT WINS

- Beat Back Concessions and Protected Compensation
- Protected Healthcare and Workers' Comp
- Won a Commitment for 5,000 New Hires
- Improved Pensions, Moving All Tier 2 Employees to Tier 1
- Won Key Unit Table Improvements
- Secured a Raise of at Least 4.75 Percent for Every Worker
- Raised Wages for All City Workers to \$15 an Hour by 2017
- Increased Healthcare Benefits for Part-timers

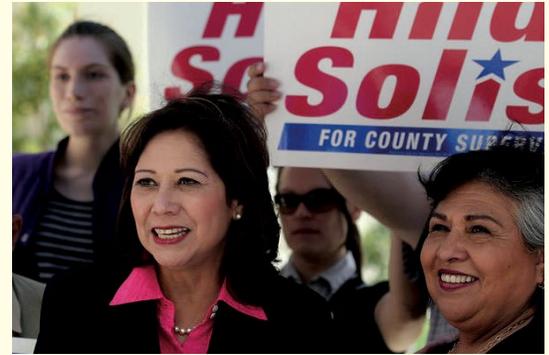
L.A. COUNTY CONTRACT WINS

- Won 10 percent raises for all 721 bargaining unit members
- Raised Wage Floor for SEIU Workers to \$15 an Hour by 2018
- Secured "Path to Permanency" for Temporary Workers
- Won Additional Salary Increases for 13,000 Members
- Won First Vacation Improvement in 30 Years
- Won First Shift Differential Improvement in 25 Years
- Won Paid Cesar Chavez Day Holiday



TURNING OUT THE VOTE FOR OUR ALLIES

SEIU 721's COPE Efforts Score Victories in Tight Races in Los Angeles, the Inland Area and the Tri-Counties Region



While Labor and progressives faced setbacks on the national stage, SEIU 721 scored major victories in key federal, state and local races in L.A., the Inland Area and Tri-Counties region. In 2014, SEIU 721 helped elect L.A. Supervisors Sheila Kuehl and Hilda Solis. In March, 721 won in 15 of the 19 contests in which we endorsed.



SEIU Lobbying Wins Funding for Workers

Key Legislative Victories Will Improve Public Health, Restore Services and Protect Our Jobs

- Members in the Health Facilities Inspection Division, tasked with inspecting and licensing all clinics, hospitals, and nursing homes, won a 50 percent increase in staffing.
- Eligibility Workers in Los Angeles County and several other counties — some of whom face caseloads ten times larger than a few years ago — won funding for increased staffing. L.A. County alone will add 245 new positions.
- Through our Health4All coalition, SEIU 721 and other public workers led the fight to win an additional \$40 million for full-scope Medi-Cal benefits for low-income children, regardless of immigration status.
- With its coalition partners, SEIU 721 and other public workers secured an additional \$17.8 million for Relative and Foster Parent Recruitment, Retention, and Support. This funding will help relatives caring for kin and keep families together.

SEIU 721 2014-2015 REPORT

INLAND AREA: NO FIGHT IS TOO BIG, NO FIGHT IS TOO SMALL



Inland Area Tackles Everything From Countywide Contracts to Fighting for Individual Members' Jobs

Over the last year, SEIU 721's Inland Empire members and staff took to heart the old adage "no job is too big, no job is too small." It didn't matter whether it was a countywide negotiation, a contract fight in a small special district, or even the termination of a single member — the Inland Empire team went for it and got results. In August, they won raises, economic incentives and union rights for Riverside County per diem workers (right); in July, they won a new three-year contract with a 5.5 percent raise for Pleasant Valley Recreation District workers; and, in April, they won reinstatement of 22-year Riverside County employee John Huggins after a 15-day arbitration. Huggins was fired on trumped-up charges in retaliation for his work as co-negotiator of the county contract.

TRI-COUNTIES OPENS NEW OFFICE, RACKS UP WINS



New Contract for Tri-Counties Regional Center, Reopeners and Raises for Ventura County and Santa Barbara County

In February, Tri-Counties cut the ribbon on the new SEIU 721 Santa Maria office (seen here with President Bob Schoonover and Santa Barbara Chapter President Eddie Ozeta doing the honors, above left). They kept busy all year, winning a new contract at the Tri-Counties Regional Center with raises, improvements in bi-lingual pay and cell phone reimbursements the same month. In April, Ventura County workers won out-of-contract pay increases of between 5 and 15 percent for county workers whose wages were determined to be below market rate. In August, Santa Barbara County Eligibility Workers and other SEIU 721 members (above right) won a five percent raise and 32 additional hours of paid leave as part of an economic re-opener and inequity review negotiated in their last contract. Santa Barbara County members approved the tentative agreement by a 95 percent margin.

SEIU 721 2014-2015 REPORT

Advocates Score Worksite Wins for Members

"Our worksite organizers and advocates are unsung heroes – our secret weapon for protecting the workplace rights of SEIU 721 members."

Advocate in LA County

SEIU 721 Vice President Linda Dent



**HANSEL
HARRIS-DIENG**

Advocate successfully recovered \$9,000 pay for additional responsibilities an L.A. County member performed at a supervisory level.

**PAM
BRISCOE**

Advocate in the Tri-County region successfully argued to have a member's discipline rescinded, averting a 5 percent reduction in pay over 13 pay periods.

**SERGIO
RAMIREZ**

Advocate in L.A. County prevented the firing of a worker for off-duty misconduct shortly after the end of her probationary period. Ramirez secured a 30-day suspension instead.

**JOSE
MARTINEZ**

Advocate in L.A. Cities division helped block the termination of a custodian and negotiate it down to a 20-day suspension.

**ARA
VARDANYAN**

Advocate helped highly motivated member contest a "Competent" performance evaluation, ultimately winning a "Very Good" evaluation for the employee.

**MIKE
FORD**

Advocate defended a favorable judgment for an L.A. Community College District employee all the way through a public College Board meeting, convincing the employer not to go to court.

This year, SEIU 721 launched a new Representational Excellence program, providing enhanced training for stewards and worksite organizers. Pilot programs at L.A. DPSS and other departments focused on training stewards in new techniques, promoting coordination between the Member Connection, Advocacy Department and worksite organizers, and identifying best practices. The enhanced focus on representation is paying off with numerous victories for workers on grievances and other worksite issues.

SEIU 721 Helps Drive Policy on L.A. Healthcare Integration



When L.A. County approved a massive overhaul of its healthcare delivery system, SEIU 721 immediately won a seat at the table, advocating to protect public health and working conditions for thousands of county workers. Through seven townhall meetings, one-on-one meetings with all five members of the Board of Supervisors, and numerous strategy sessions with affected workers, 721 has developed a strategy to ensure integration reduces bureaucracy, improves coordination, increases transparency and provides a greater voice for workers.

SEIU Membership Drive Strengthens Our Movement

Strengthening Our Movement!
SEIU Local 721 Membership Drive



SEIU 721 wants to protect working families and our wins at the bargaining table. So we're strengthening our movement by ensuring every eligible worker is properly signed up as a 721 member and receives all the rights and privileges of full membership. So far, we've signed up 10,000

new members — 5,600 since July 6th! We were able to do this by recruiting more than 800 member leaders to engage other members in face-to-face conversations regarding working conditions, consistent attacks against public workers and the Fight for \$15. We know that when we come together and bring more people with us, we're unstoppable.



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2014 2015 REPORT

ANNUAL REPORT TO SEIU 721 MEMBERS

Harnessing the Pro-Worker Vote to Win in 2016



I know many of you are as shocked as I am about the harsh anti-immigrant, anti-worker rhetoric coming out of some of the 2016 presidential candidates. But here's a simple fact: many of these politicians are just spewing back what their polls tell them the majority of Americans *who show up to vote* want to hear. If immigrants and workers registered to vote and turned out in proportion to their true numbers in society, I assure you we would see a different breed of politician, better policy and a fairer society.

This is why SEIU's nationwide effort to register 1 million eligible non-voters in advance of the 2016 elections is so important. It's also why Local 721 is helping immigrants with Legal Permanent Resident status to apply for full citizenship, register and vote. Look at just four presidential battleground states: Colorado, Florida, Nevada and Virginia, where as of

2013 there were more than 3.5 million eligible non-voting Latinos. We must harness their votes to win.

Take it from Irma Guerrero, a documented immigrant who came to a recent citizenship clinic sponsored by SEIU 721. Born in Mexico, Guerrero attended because she was angered by Donald Trump's comments about Latino immigrants. With the help of our counselors she was able to complete and mail her application for citizenship.



"[The candidates] right now are against our community. I believe voting is important to choose the right people to help us," Guerrero said.

Gilda Valdez, Chief of Staff, SEIU Local 721 *Gilda Valdez*



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