

SEIU 721

PRESIDENT'S ROAD AHEAD REPORT 2024

FIGHTING FOR OUR FUTURE



HOW OUR UNION IS GEARING UP TO PROTECT EVERYTHING WE'VE WON

American workers are on a roll — powered by a new generation of labor activists committed to driving change. The *Wall Street Journal* recently declared 2023 the “Year of the Strike,” and our union was at the forefront with a historic strike in the City of Los Angeles that delivered the biggest-ever single year raises and strong new contracts across Southern California.

But now everything we’ve fought for is on the line in the 2024 elections. From the White House to local city council races, our union is standing up for candidates who stood up for workers. We’re investing in a new Member Political Organizer program, growing SEIU 721 COPE and implementing a plan to win. The outcome will determine whether we continue to make progress on racial and economic justice and preserve funding for public services and the workers who provide them.



DAVID GREEN
PRESIDENT, SEIU 721

David Green

UNION WORKERS WON BIG IN 2023, BUT OUR FUTURE IS ON THE LINE IN 2024



SEIU 721 MEMBERS ARE FLEXING THEIR POWER AND WINNING



NOW WE NEED TO DEFEND EVERYTHING WE'VE FOUGHT FOR

SEIU 721 IN 2024 THE ROAD AHEAD



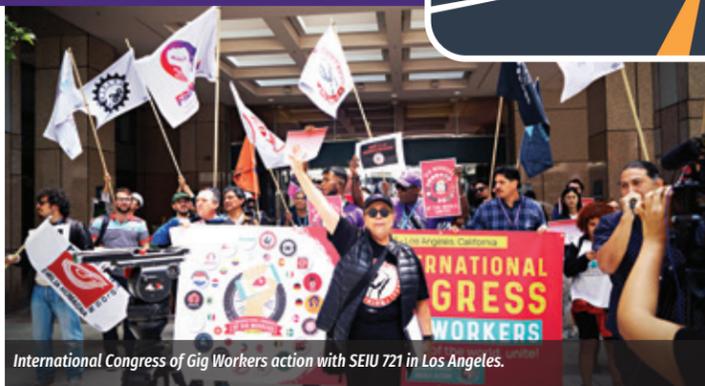
STRENGTHEN OUR ORGANIZATION

The lifeblood of a strong union is active and empowered members, and 721 members are fired up like never before. In 2023, LA City members shut down the City of LA with the first strike in 40 years, generating national headlines and sending shockwaves through the region.

To keep up the momentum, we're investing in leadership development and training and building toward a 1-to-50 ratio of leaders to members at all worksites in every geographic area of the union.

We're increasing the effectiveness of joint labor-management committees, facility committees and other structures to empower our members at every worksite.

We're already on track to reach 90,000 dues paying members by the end of the year, with each worksite organizer signing up an average of 2 new members a day.



International Congress of Gig Workers action with SEIU 721 in Los Angeles.

PROTECT AND GROW OUR UNION

It's a fact that workers in every sector — public and private — do better with unions. Workers with unions earn 10% more on average than their non-union peers doing the same type of work, according to the Economic Policy Institute. It's also true that union workers — including public employees — do even better as more workers unionize by lifting wage and benefit floors across industries.

That's why SEIU 721 is adding dozens of dedicated organizers to sign up newly hired public workers as union members and organize workers in other industries. We're helping organize California's community clinic workers, app-based gig workers, adjunct faculty at private colleges, Starbucks baristas and fast-food workers. We're on track to add thousands of new members in 2024.



FIGHT PRIVATIZATION AND SHORT-STAFFING

Right wing anti-union groups, like the Freedom Foundation, want to gut public services and eliminate public jobs in order to cut taxes for the corporations and ultra-wealthy donors that bankroll them. They lobby local governments to turn over public services to for-profit corporations and private contractors that pay poverty wages and don't provide health and retirement benefits.

By organizing workers across industries, we lift regional wage and benefit standards, reducing the financial incentive for local governments to contract out our work to private corporations and eliminate our jobs.

We'll show local governments across Southern California that reducing short staffing, filling vacant positions with unionized public employees and bringing more vital services in house — instead of privatizing them — will provide higher quality service at a reasonable cost.



SEIU 721 President David Green and Vice President Simboa Wright with former SEIU leader and appointed U.S. Senator Laphonza Butler at SEIU 721 headquarters.

BUILD POLITICAL POWER FOR WORKERS

The outcome of the 2024 elections — from the presidency down to local races — will have a profound impact on the lives of public workers.

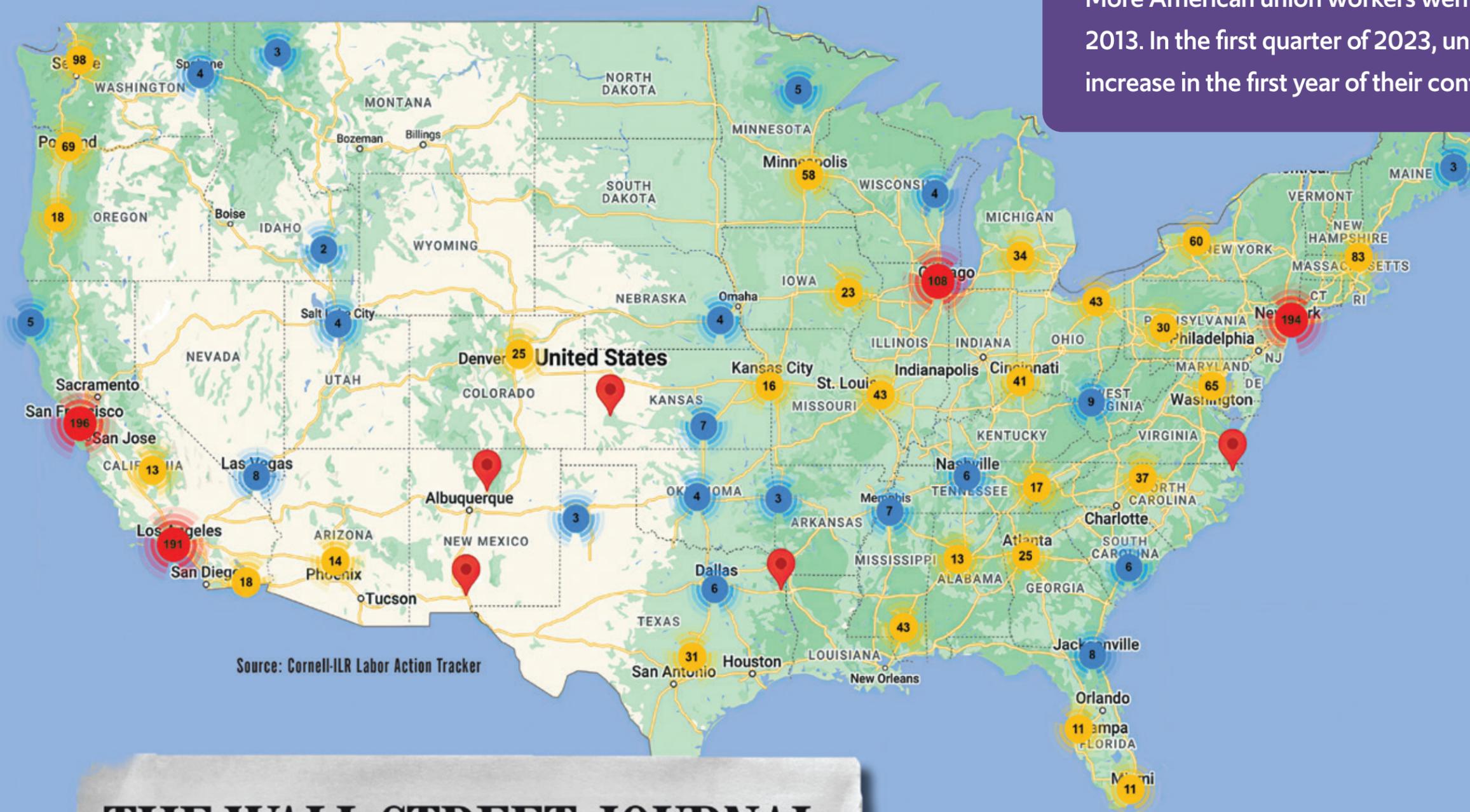
The presidential race will determine whether the current wave of American union activism and organizing continues to grow or is choked off. Biden has reinvigorated the NLRB and publicly endorsed unions for all, while Trump has empowered anti-union activists.

In California, 50 legislative seats and countless city and county races are up for grabs and will determine whether local government services are funded, minimum wage increases are implemented and workers will be able to organize without interference.

That's why SEIU 721 has developed an aggressive Member Political Organizer program, vetted candidates at every level and will sign up 3,500 new COPE contributors this year.

THE STATE OF THE UNIONS: STRIKES ACROSS AMERICA WIN BIG GAINS

More American union workers went on strike in 2023 than any year since 2013. In the first quarter of 2023, union workers saw an average 7% wage increase in the first year of their contracts, the biggest boost since 2007.



Workers made their voices heard in 2023 — the year of the strike. From the Writers Guild of America and SAG-AFTRA to the UAW to Kaiser Permanente healthcare — union members took on industry giants and won.

Union workers in Southern California captured national attention with Solidarity Summer, capped off by SEIU 721 LA City members' historic strike. LA City workers captured national headlines with a demonstration of unity and power that is reverberating across California.

These wins didn't happen by accident. During the pandemic, our union and others stood up for PPE and heroes pay. We came together, organized and got loud, and we're not going to stop.

David Green
President, SEIU 721



THE WALL STREET JOURNAL.

For Labor Unions, 2023 Was the Year of the Strike—and Big Victories

"A new generation of leaders ran smarter and more militant campaigns and pushed for strikes."

Since 2021, union workers have waged 1,138 strikes in cities across America. Southern California is ground zero for a new wave of worker activism.

THE 2024 ELECTIONS ARE THE MOST IMPORTANT IN A GENERATION

Everything SEIU 721 has won is on the line in 2024. It's time to stand up for the candidates who've stood up for us.

In 2024, we're building political power for members with a robust **Member Political Organizer program**. In every region of the union, we're planning campaigns to help win priority races with a direct impact on our members. To power up our campaigns, we're signing up 3,500 new COPE contributors in 2024. **Now, it's time to hit the ground and win!**



We need to pull out all the stops to re-elect LA County Supervisor **KATHRYN BARGER** and other candidates who've stood with us to fight short staffing and help us win strong contracts.

Proposition 1 – Treatment not Tents – will refocus billions in existing state funding to expand mental health and addiction services to help tens of thousands of Californians each year.



THESE ARE THE ONLY CANDIDATES ENDORSED BY SEIU 721.

YOUR BALLOT WILL ARRIVE BY MAIL. PLEASE VOTE ON OR BY MARCH 5.

LOS ANGELES AND ORANGE COUNTIES

 Holly Mitchell LA County Board of Supervisors, 2nd District	 Janice Hahn LA County Board of Supervisors, 4th District	 Kathryn Barger LA County Board of Supervisors, 5th District	 Adrin Nazarian LA City Council 2nd District	 Reggie Jones-Sawyer LA City Council 10th District	 Miguel Santiago LA City Council 14th District	 Yes on Measure HLA
LOS ANGELES CITY COUNCIL Adrin Nazarian Council District 2 Nithya Raman Council District 4 Imelda Padilla Council District 6 Marquee Harris-Dawson Council District 8 Reggie Jones-Sawyer Council District 10 John Lee Council District 12 Miguel Santiago Council District 14 LONG BEACH CITY COUNCIL Cindy Allen Council District 2 Daryl Supernaw Council District 4	Suely Saro Council District 6 Tunua Thrash-Ntuk Council District 8 LOS ANGELES COUNTY DISTRICT ATTORNEY No Endorsement CALIFORNIA STATE ASSEMBLY Juan Carrillo District 39 Pilar Schiavo District 40 Dr. Phlunte' Riddle District 41 Celeste Rodriguez District 43 Nick Schultz District 44 Jesse Gabriel District 46	Brian Calderón Tabatabai District 48 Mike Fong District 49 Rick Chavez Zbur District 51 Jessica Caloza & David Girón (Dual Endorsement) District 52 Robert Torres District 53 Mark Gonzalez District 54 Isaac Bryan District 55 Lisa Calderon District 56 Sade Elhawary District 57 No Endorsement District 59 Tina McKinnor District 61	Jose Solache District 62 Blanca Pacheco District 64 Mike Gipson District 65 Al Muratsuchi District 66 Avelino Valencia District 68 Josh Lowenthal District 69 Chris Duncan District 74 CALIFORNIA STATE SENATE Kipp Mueller District 23 Sasha Renee Pérez District 25 Henry Stern District 27	Eloise Reyes District 29 Lena Gonzalez District 33 Michelle Chambers District 35 No Endorsement District 37 UNITED STATES CONGRESS Julia Brownley District 26 George Whitesides District 27 Judy Chu District 28 Luz Rivas District 29 Anthony Portantino District 30 Gil Cisneros & Bob Archuleta (Dual Endorsement) District 31	Brad Sherman District 32 Jimmy Gomez District 34 Norma Torres District 35 Sydney Kamlager-Dove District 37 Linda Sánchez District 38 No Endorsement District 40 Robert Garcia District 42 Kim Nguyen-Penalosa District 45 Dave Min District 47	JUDGE OF THE SUPERIOR COURT OF LOS ANGELES George A. Turner Jr. Office #39 Erica J. Wiley Office #48 Sharon Ransom Office #97 Christmas Brookens Office #115 No Recommendation Seat #124 Christopher A. Darden Office #130 Steven Yee Mac Office #135 Luz E. Herrera Office #137

TRI-COUNTIES

COUNTY BOARD OF SUPERVISORS

 Das Williams Santa Barbara County Board of Supervisors, District 1	 Joan Hartmann Santa Barbara County Board of Supervisors, District 3	 Matt LaVere Ventura County Board of Supervisors, District 1
 Kim Marra Stephenson Ventura County Board of Supervisors, District 3	 Vianey Lopez Ventura County Board of Supervisors, District 5	Steve Bennett District 38 CALIFORNIA STATE SENATE Monique Limón District 21 Henry Stern District 27 JUDGE OF THE SUPERIOR COURT OF VENTURA Edward "Ted" Andrews Office #4
U.S. CONGRESS Salud Carbajal District 24 Julia Brownley District 26	CALIFORNIA STATE ASSEMBLY Dawn Addis District 30 Gregg Hart District 37	

INLAND EMPIRE

 Christy Holstege Assembly District 47	 Clarissa Cervantes Assembly District 58	 Sabrina Cervantes Senate District 31
 Richard Roth Riverside County Board of Supervisors, District 1	Mark Takano District 39 Will Rollins District 41 CALIFORNIA STATE SENATE Lisa Middleton District 19 Eloise Reyes District 29 CALIFORNIA STATE ASSEMBLY DeJonaé Shaw District 50 Corey Jackson District 60	SAN BERNARDINO COUNTY BOARD OF SUPERVISORS Dawn Rowe District 3 Joe Baca Jr. District 5 RIVERSIDE CITY COUNCIL Phillip Falcone Ward 1 Gaby Plascencia Ward 5 RIVERSIDE MAYOR Patricia Lock Dawson Mayor
US CONGRESS Raul Ruiz District 25 Pete Aguilar District 33 Norma Torres District 35		

RACIAL JUSTICE



“OUR UNION CELEBRATES OUR PURSUIT OF RACIAL AND ECONOMIC JUSTICE FOR ALL.”

SIMBOA WRIGHT, VICE PRESIDENT, SEIU 721



OUR UNION'S RACIAL JUSTICE COMMITTEE PROMOTES PROGRAMS TO GENERATE REAL CHANGE

SEIU is dedicated to justice for all working people through raising wages and protecting everyone's right to join a union — but that's not enough. We cannot achieve economic justice without racial justice.

SEIU 721's Racial Justice Committee advises our union's executive board to create policies and programs that will deliver on this promise:

Bargaining for racial justice — This means incorporating common good proposals into our contract demands, like we did in the City of LA with our Targeted Local Hire Program, which focuses on boosting hiring for city jobs in historically disadvantaged communities.

Pushing for policy change — SEIU 721 puts its political power behind candidates who will work to change our criminal justice

system, reform our immigration laws and fight institutional racism.

Building community partnerships — Our union builds alliances with community groups — from our own Fix LA Alliance to Stop Asian Hate to Mi Familia Vota — to promote cross-racial cooperation, empower communities, register voters and stamp out hatred.

Creating racial solidarity within our own union — SEIU 721 caucuses lift up and celebrate the diversity of our membership and inform our internal training programs for staff and stewards and membership.

This year, we'll be focusing on interviews with leaders from each of our union's caucuses, beginning with Grace Santillano and Grace Sepulveda from our SEIU 721 Latino Caucus.

If you want to get involved with one of our caucuses, please contact Susan Li at Susan.Li@seiu721.org.

Excellence in representation means no fight is too big, no fight is too small

SEIU 721 Steward Training and Advocacy Delivers Wins for Members

SEIU 721 makes headlines mounting massive actions, winning tough contract campaigns and passing landmark legislation. But our core mission is representation and fighting for every member.

Fiona Hanlon is a Relief Nurse at LA General Medical Center. For nearly 25 years, she's served LA County, filling in when other nurses call out to ensure emergency rooms and critical care services are staffed.

After an unsubstantiated patient complaint, LA County Department of Health Services placed her on administrative leave and stripped her of her health benefits, claiming she hadn't worked enough hours to earn them.

SEIU 721's advocacy operation swung into action — fighting all the way to an arbitration victory.

“The Employer's actions in this case resulted in an unfair outcome to Ms. Hanlon,” the arbitrator wrote, and awarded her \$17,000.

Fiona's case is just one of hundreds SEIU 721 stewards, advocates and attorneys take on every year. But to win, we need motivated and trained member leaders and stewards working everyday to help their co-workers. That's why we invest in intensive steward training.

To register for Steward Trainings, visit www.seiu721.org and click on the Calendar to find a class and RSVP.



Fiona Hanlon, RN is a Relief Nurse at LAC+USC Hospital



SEIU 721 advocates and attorneys won a \$17,000 arbitration award for Fiona after LA County DHS stripped her insurance.

“When we fight we win — that's SEIU 721's motto — but it's not just the big fights. The main mission of our union is to represent members and fight for them, no matter the issue.”

ADOLFO GRANADOS, TREASURER, SEIU 721



UNIONS FOR ALL IN 2024

ORGANIZING TO GROW OUR UNION

It's a proven fact that workers do better with unions. That's why SEIU 721 is leading the way, helping workers across sectors organize and join our union. Raising wage and benefits standards across the economy isn't just the right thing to do, it also benefits public employees.



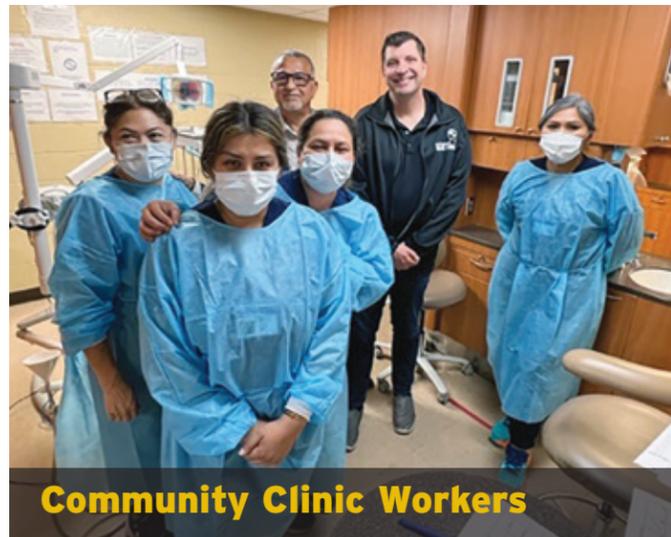
Fast-Food Workers



App-Based Gig Workers



Adjunct and NTT College Faculty



Community Clinic Workers

WINNING STRONG CONTRACTS

SEIU 721 MEMBERS ARE ON A ROLL

Across every region, our union is signing up new members, building political strength, and hitting the streets in a firestorm of labor power that's sweeping the country. In 2024 we're turning up the heat in Riverside County and continuing the momentum of #Solidarity Summer.



FIRST LA CITY WORKERS' STRIKE IN 40 YEARS SECURES LANDMARK DEAL

- Historic LA City workers strike drew national headlines and brought Mayor Bass to the bargaining table in person.
- The contract includes a 22% raise over the contract term, including a 6% raise in the first year.



SEIU 721 WORKERS WIN IN CITY OF VENTURA AND OTHER REGIONS

- SEIU 721 City of Ventura members ratified a strong new agreement with an 8% salary increase.
- SEIU 721 members at the City of San Fernando, the City of Simi Valley and other cities and nonprofits across the region won good contracts.



WE WON'T STOP UNTIL RIVERSIDE COUNTY WORKERS SECURE A DEAL

- SEIU 721 Riverside County members are turning up the heat with a new militancy, transforming a region historically hostile to labor.
- Hundreds of Riverside County workers filled the streets in December to save vital public services from a wave of privatization, and are just getting started.

“SEIU 721 is leading innovative and aggressive organizing campaigns to grow our membership and raise wage and benefits standards across our economy.”

SIMBOA WRIGHT, VICE PRESIDENT, SEIU 721



“SEIU 721 members are at the forefront of a new wave of Labor activism in America. They are turning unity and action into strong contracts and tangible wins for working people.”

LILLIAN CABRAL, SECRETARY, SEIU 721





SEIU LOCAL 721
1545 WILSHIRE BLVD.
LOS ANGELES, CA 90017

SEIU 721 CHIEF OF STAFF GILDA VALDEZ

OUR UNION



WORKERS ARE WINNING, BUT ELECTIONS MATTER, AND EVERYTHING WE'VE WON IS AT STAKE IN 2024!

The New York Times

Labor's Very Good Year

“A key factor in all of this will be the winner of the 2024 presidential election.

Trump would slow down the recent organizing trend while Biden would continue to enable it.”

This has been a huge year for union workers, with victories in Hollywood and the auto industry, and 67 percent of Americans saying they support unions, according to the Gallup poll. SEIU 721 members won landmark contracts, and LA City members' historic strike captivated the nation.

But everything we've won can be wiped out in an instant if anti-worker politicians win power. New York Times writer David Leonhard said it best: “American employers do have real advantages when seeking to suppress unions... unless federal law changes... A key factor in all of this will be the winner of the 2024 presidential election.”

That's why SEIU 721 is gearing up to elect pro-worker candidates up and down the ballot. Elections matter, and everything we're fighting for is at stake.

Gilda Valdez