

SEIU 721

PRESIDENT'S REPORT NOVEMBER 2024



**PURPLED UP
AND PROUD!**

THOUSANDS OF SEIU 721 MEMBERS PURPLE UP AT LA COUNTY WORKSITES

UNITY IN NEVADA

721 MEMBERS JOIN FIRST NATIONAL
CROSS-CAUCUS UNITY WEEKEND

SB525 GOES LIVE

HISTORIC HEALTHCARE
MINIMUM WAGE IS HERE

CARMAGEDDON

SEIU 721 WORKERS HELP LA
THROUGH TRAFFIC NIGHTMARE



Across our union, we ‘purple up’ to demonstrate our union pride, solidarity and willingness to fight for what’s right

As we went to press, thousands of LA County workers were preparing to ‘purple up’ at hundreds of worksites around the region to send a message to LA County negotiators that SEIU 721 members are unified and ready to do what it takes to win a strong contract.

Purpling up — wearing SEIU t-shirts, buttons, stickers and other swag in the workplace as a show of solidarity — is one of our union’s most effective tactics. An ocean of purple shirts at work or on the street shows bosses that we are unified and committed to justice and fairness for working people. But the real power behind

the purple is what it signifies.

It’s the sea of purple shirts rallying on the the Capitol lawn in Sacramento that delivered the nation’s first statewide healthcare minimum wage. It’s precinct workers in SEIU 721 shirts across LA campaigning for Measure A to help the unhoused and in presidential swing states. It’s Superior Court workers in San Bernardino and Ventura counties rallying to stop furloughs and win good contracts. So wear your SEIU 721 gear with pride and purple up with power.

In solidarity,

David Green

SEIU 721 Traffic Officers help LA through “carmageddon” traffic nightmare



A big shout out to SEIU 721 LADOT traffic officers and other members for keeping LA moving during “carmageddon” on October 25! With the World Series at Dodger Stadium, the Trojans at LA Memorial Coliseum, the Lakers at Crypto.com Arena and several major concerts, our dedicated members helped Angelenos get where they needed to go safely. You are the true MVPs!

SEIU 721 CAUCUSES POWER UP UNITY WEEKEND IN NEVADA

SEIU 721 flexes union power at first-ever SEIU Cross-Caucus Unity Weekend in swing state Nevada

SEIU 721 members from our African American, Asian Pacific Islander, Latino, Lavender, Disabilities and Indigenous caucuses joined other SEIU local unions for a national cross-caucus unity event in Nevada in October.

Forty-five SEIU 721 members joined more than 500 SEIU union siblings in the key battleground state for a weekend of education, information sharing and strategizing on building cross-cultural and racial unity.

Attendees joined a rally with former President Barack Obama and volunteers from local union caucuses knocked on more than 8,100 doors to get out the vote.

“SEIU 721 MEMBERS FROM OUR DIVERSE CAUCUSES DEMONSTRATED THE POWER OF UNITY AND SOLIDARITY AND FLEXED THEIR POWER IN BATTLEGROUND NEVADA.”

SIMBOA WRIGHT
VICE PRESIDENT
SEIU 721



PURPLE UP FOR POWER!

SEIU 721 LA county members launch unity action



SHINE 
LA

CONTRACT 2025 

SEIU 721 MEMBERS PURPLE UP TO SEND A MESSAGE TO LA COUNTY LEADERS

As the President's Report went to press, SEIU 721 LA County members launched a massive unity action, purpling up with union t-shirts, stickers and buttons at hundreds of worksites across the region.

LA County members are ready to win a strong contract after a massive action at the Board of Supervisors in September beat back county negotiators' union-busting tactics. We secured an agreement to get us to the bargaining table ahead of schedule, averting a countywide strike.

Now we're putting the county on notice: SEIU 721 are unified and ready to fight for a contract that protects vital services and the workers who provide them!



Ventura County Superior Court Workers ratify new contract

New 1-year deal avoids furloughs and delivers improved benefits despite deep cuts in the state budget

SEIU 721 Ventura County Superior Court workers approved a new 1-year contract that avoids layoffs and takebacks and includes significant benefit improvements. California's trial courts are facing severe budget cutbacks, and presiding judges in many counties are resorting to furloughs and layoffs. Gov. Gavin Newsom in July signed a 2024-25 budget that cuts \$97 million from the state's trial courts as part of an effort to close a \$46.8 billion state budget deficit.

Our Ventura Superior Court bargaining

team fought hard to protect jobs and stop take-backs. Members rallied, purpled up and raised awareness in the media about how court short staffing threatens equal justice.

Their hard work paid off with a one-year contract approved by a 95% margin that protects jobs and contains a number of strong gains:

- Significant improvements in the Flexible Credit Allowance in December 22, 2024, and June 22, 2025

Ventura Superior Court Workers' unity protected jobs and justice



- Additional floating holiday to be used between January 6, 2025, and June 21, 2025
- Additional Annual Leave tier for 20+ years of service beginning June 22, 2025

The short duration of the contract positions Ventura County Court workers to get back to the bargaining table quickly to negotiate improvements when state budget conditions improve. At the top of their agenda: Bringing back Collections Department members who were laid off earlier this year in a round of cost-cutting.

For questions, contact Stefany Greer at stefany.greer@seiu721.org.

“Congratulations to Ventura County court workers for securing a strong contract that protects jobs in the face of deep state budget cuts.”

**LILLIAN CABRAL
SECRETARY
SEIU 721**



SEIU 721 INLAND REGION



SAN BERNARDINO COURT WORKERS WIN EXTENSION

SAN BENARDINO COUNTY SUPERIOR COURT WORKERS REACH EXTENSION AGREEMENT

In the face of budget shortfalls across California courts, members in San Bernardino reached a contract extension agreement with the Court that includes increases to wages and healthcare benefits and additional paid leave for Court employees.

While other jurisdictions face takeaways, our union-strong San Bernardino Courts members have secured wins that will allow us to weather the budget downturn, protect vital services and lay the groundwork for bigger wins when the budget picture improves.

“WITH CALIFORNIA
COURTS FACING NEARLY
\$100 MILLION IN CUTS,
SAN BERNARDINO
COUNTY COURT WORKERS
BARGAINED SMART AND
WON A STRONG DEAL.”

SIMBOA WRIGHT
VICE PRESIDENT
SEIU 721



BIG WIN FOR SFMG UNIT IN CITY OF SAN FERNANDO

SEIU 721 members who manage the City of San Fernando's public works, water and other vital services ratify new deal

City of San Fernando SFMG Unit members voted this month to ratify a strong new contract that includes double digit wage increases, increases to flex benefits, new long-term disability and paid parental leave benefits, temporary work from home language and more.

By standing union strong, this small, but mighty, unit was able to win a contract that honors the work SEIU 721 members do for the City of San Fernando and show the power of our union.

“CONGRATULATIONS TO
THE SMALL, BUT FIERCE, CITY
OF SAN FERNANDO SFMG
UNIT ON BRINGING HOME A
STRONG CONTRACT.”

SIMBOA WRIGHT
VICE PRESIDENT
SEIU 721



APLA VOTES UNION YES!



AIDS PROJECT LA WORKERS JOIN SEIU -CCWU

Warehouse workers in the AIDS Project Los Angeles Necessities of Life Program vote to join SEIU-Community Clinic Workers United

Workers in the Necessities of Life Program at Aids Project Los Angeles voted to form their union with SEIU-Community Clinic Workers United.

APLA's Necessities of Life Program (NOLP) is the nation's largest network of food pantries for people living with HIV. NOLP workers provide life-sustaining services to more than 1,600 clients. NOLP workers are proud of their work and excited to form their union with SEIU-CCWU. They're seeking a voice on the job, liveable wages and benefits, and better working conditions.

Next, they will elect a bargaining team and negotiate their first union contract. Congratulations and welcome to our union family!

“SEIU SALUTES NOLP WORKERS FOR THE VITAL WORK YOU DO. WELCOME TO OUR UNION FAMILY!”

ADOLFO GRANADOS
TREASURER
SEIU 721



HISTORIC CAL HEALTHCARE MINIMUM WAGE IS HERE!



LANDMARK CALIFORNIA HEALTH MINIMUM WAGE NOW IN EFFECT

California's historic statewide healthcare minimum wage law is now in effect.

Initiated by community clinic workers, SEIU 721 and our sister SEIU locals around California, SB 525 is the first law of its kind in the nation. It creates a \$25/hour minimum wage for more than 400,000 healthcare workers across the state.

Clinic workers saw the first increases on October 16, 2024 with a new \$21/hour minimum with regular increases to \$25/hour scheduled for 2027. This wage boost caps off a series of wins by Community Clinic Workers United, including \$1,000 retention bonuses and increased data transparency for clinics. All will improve attraction and retention of the qualified clinic workers necessary to provide quality care.

“CALIFORNIA'S FIRST-IN-THE NATION STATEWIDE HEALTHCARE MINIMUM WAGE IS A GAME-CHANGER FOR WORKERS AND QUALITY CARE — AND SEIU AND CLINIC WORKERS MADE IT HAPPEN.”

SIMBOA WRIGHT
VICE PRESIDENT
SEIU 721





721 RETIREES HOST CONGRESSWOMAN MAXINE WATERS

SEIU 721 Retiree Committee discusses the threat posed by ultra-conservative Project 2025

The SEIU 721 Retiree Committee hosted Congresswoman Maxine Waters for a discussion about the Heritage Foundation’s Project 2025 initiative — an ultra-conservative plan to reshape American government under a second Trump administration. Congresswoman Waters said the 2025 plan includes detailed plans to eliminate civil service protections and union rights for public employees and gut retirement benefits. The SEIU 721 Retiree Committee encourages everyone to learn more at democracyforward.org

RSVP for the SEIU 721 Retiree Committee Celebration

Saturday, December 21
11am - 3pm
Sheraton Cerritos Hotel
12725 Center Court Drive South
Cerritos, California
FREE for 721 retiree members
\$50 for guests

To learn more
and RSVP, scan
this code with
your smartphone
camera:



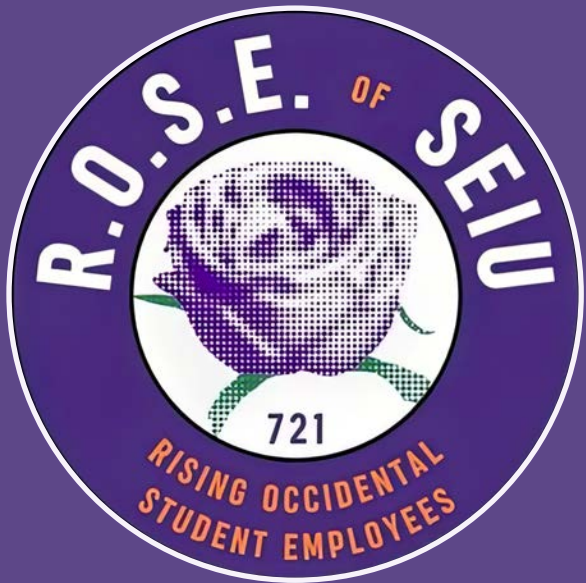
OXY STUDENTS RISING

Occidental College student workers launch bargaining team elections

Occidental College student workers launched bargaining committee elections in late October to select representatives who will act as the unit’s voice in negotiations for a first union contract.

The student workers — who call their unit Rising Occidental Student Employees (ROSE) and voted to join SEIU 721 earlier this year — hope to win a strong agreement with the administration that includes better pay, fair hours, robust worker protections, and more.

Fellow SEIU 721 members will stand with Oxy student workers all the way!



OUR UNION



DELIVERING PURPLE POWER

**SEIU 721 members are hitting the streets to power up campaigns
— from local races across Southern California to swing state Nevada**

In the final weeks of the 2024 election, SEIU 721 members hit the streets to campaign in federal, state and local races across Southern California — and even in several swing states — to talk directly to voters and get out the vote.

I've always said campaigns are won in the field. Whether it's a union contract or a political race, it comes down to the ground game and face-to-face contact. That's why our union and other SEIU locals around the country are pulling out all the stops for what is shaping up to be the most consequential election in modern times.

In the last four days before the election, more than 12,000 volunteers from SEIU and our coalition partners talked to 1 million voters at the doors in swing states. In all, we generated 5

million calls to remind voters to cast their ballots.

The weekend before the election, SEIU 721 member volunteers knocked on doors in swing state Nevada, working to get out the vote in North Las Vegas and other working-class and low-income neighborhoods.

In Los Angeles County, SEIU 721 members cavassed for Measure A, which saves vital mental health and housing services for more than 35,000 vulnerable Angelenos.

I'm writing this before we know the outcome of the election, but SEIU 721 members should be proud that — win or lose — we put it all on the field.



Gilda Valdez