



NEWS RELEASE

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NALEO Educational Fund CEO Urges Los Angeles Mayoral Candidates to Focus Campaigns and Outreach on Issues Critical to Latino Voters

*"The mayoral race in the City of Los Angeles represents a golden opportunity for candidates to establish sustained Latino engagement for this year's election and those in the future."
— NALEO Educational Fund CEO Arturo Vargas*

LOS ANGELES, CA – The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund today sent a letter from its Chief Executive Officer Arturo Vargas to the four leading candidates for mayor of the City of Los Angeles urging them to increase their outreach efforts to the Latino community and better focus campaign issues on those that are top of mind for Latino voters in the city. The letter was sent after NALEO Educational Fund released results from a [poll](#) it commissioned to learn more about the priority issues for this key segment of the city's electorate.

NALEO Educational Fund's poll [results](#) revealed that Latino voters view homelessness (38 percent), inflation (34 percent), and crime (28 percent) as the top three most pressing issues facing the City of Los Angeles in the lead-up to the election. Similarly, respondents identified homelessness (40 percent), inflation (34 percent), and the lack of affordable housing (27 percent) as the top three issues they would like the next mayor to address. Mr. Vargas urged the candidates to prioritize these issues in the final hours of Tuesday's statewide direct primary election campaign.

"Our poll showed that 40 percent of the Latino electorate was still undecided on who they would support if the mayoral election were held at the time the poll was conducted," **said NALEO Educational Fund CEO Arturo Vargas.** "The Latino community is poised to play a major role in the city's future, and it is paramount that the candidates engage with Latino voters to understand and address their needs, concerns, and priorities. Latinos care deeply about the people who represent them and will undoubtedly help shape the outcome of our local, state, and national elections. The mayoral race in the City of Los Angeles represents a golden opportunity for candidates to establish sustained Latino engagement for this year's election and those in the future."

The 2020 Census found that more than 1.8 million Latinos live in the City of Los Angeles (47 percent of the total population). In addition, more than one of every three Los Angeles City registered voters (35 percent) are Latino.

NALEO Educational Fund will continue to mobilize Latino voters to participate in the June 7 statewide primary and the November 8 elections. Through its non-partisan work, the

organization is reaching out directly to voters through text messages, earned and paid media opportunities, and voter education presentations. In addition, NALEO Educational Fund's toll-free bilingual hotline (**1-888-839-8682**) serves as a resource for community members to access accurate and timely information about the electoral process and resolve any issues they encounter before and during the voting process.

Finally, NALEO Educational Fund will host a series of in-person voter forums between August and October to further inform the candidates about the top-of-mind issues for Los Angeles' Latino voters.

Letters can be viewed in their entirety by following the links below:

- **Letter** to the Honorable Karen Bass
- **Letter** to Mr. Rick Caruso
- **Letter** to the Honorable Kevin de León
- **Letter** to Mr. Mel Wilson

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About NALEO Educational Fund

NALEO Educational Fund is the nation's leading non-partisan, non-profit organization that facilitates the full participation of Latinos in the American political process, from citizenship to public service.