

Role Profile: Senator Eloise Gómez Reyes

Office & Title

- **Office:** California State Senate, District 29
- **Party:** Democratic
- **Term Start:** December 2, 2024
- **Website:** sd29.senate.ca.gov

Background & Biography

- **Birth:** January 27, 1956 in Colton, California
- **Family:** Daughter of immigrants; grew up near train tracks in South Colton.
- **Education:** San Bernardino Valley College (AA), University of Southern California (BA), Loyola Law School (JD)
- **Career:** Worked through college holding multiple jobs. Became an attorney, focusing on community service and advocacy.
- **Political Career:**
 - Assemblymember (AD 47, AD 50): 2016–2024
 - Majority Leader of the Assembly: Dec 2020 – July 2023
 - Elected to Senate in Nov 2024, succeeding in SD-29.

Political Career & Leadership

- **Committees:** Assignments for 2025–2026 session forthcoming; prior Assembly work included leadership on labor, environmental, and budgetary issues.
- **Reputation:** Known for championing clean air, affordable child care, and social justice legislation.

Senate District 29: Geography & Constituents

- **Location:** Southwestern San Bernardino County; includes San Bernardino, Fontana, Rialto, Colton, Highland, Rancho Cucamonga, and Upland.
- **Population:** ~943,809 (ACS 5-year estimates)
- **Demographics:**
 - Median age: ~33.2 years (younger than state average)
 - Diverse population, with a large Hispanic/Latino majority
- **Economics:**
 - Many working-class families
 - Median household income slightly below CA median
 - Key issues: jobs, cost of living, access to healthcare, air quality

Policy Positions & Priorities

- **Clean Air & Environmental Protection:** Advocates for stricter regulations and environmental justice.
- **Health Care:** Focus on affordability and accessibility.
- **Child Care:** Expand and reduce cost of child care programs.
- **Economic Development:** Invest in job training, career pipelines, and workforce development.
- **Equity:** Support for veterans, seniors, and youth.

Electoral History & Standing

- **2024 Election:** Won SD-29 with ~57% of the vote vs. Republican Carlos A. Garcia.
- **Prior Elections:** Successfully re-elected to the Assembly multiple times, indicating strong constituent support.

Constituent Challenges & Opportunities

Challenges

- Economic inequality and cost-of-living pressures
- Environmental justice and poor air quality
- Limited access to health care and child care
- Education gaps and need for workforce training

Opportunities

- Mobilize immigrant and working-class communities through shared story
- Bridge progressive priorities with local economic development
- Strengthen regional partnerships for infrastructure and environmental projects

Strategic Considerations

- **Base:** Progressive Democrats, Latino/immigrant communities, labor supporters
- **Messaging:** Emphasize material benefits like jobs, health care, and clean air
- **Coalitions:** Local governments, community nonprofits, environmental and labor groups
- **Opposition:** Moderate Republicans in suburban areas (Rancho Cucamonga, Upland)