

Role profile for Laura Richardson, CA State Senate District 35

Pt. 1

Individual/Organization Profile

→ Background

- **Name:** Laura Richardson
- **District:** Senate District 35
- **Party Affiliation:** Democrat
- **Age:** 63 years old (Apr 14, 1962)
- **Gender:** Female
- **Race:** Biracial - Father was African American & Mom was White
- **Ethnicity:** Mixed
- **Marital Status:** Single
 - Previously married to Long Beach Police Chief Anthony Batts (1997) but later divorced
- **Education:**
 - Bachelor's degree in political science (UCLA - 1984)
 - Started in UCSB but then transferred to UCLA
 - Master of Business Administration (USC - 1996)

→ Career background

- Non-political
 - Played collegiate basketball at UCSB
 - Studied at UCLA while working full-time at Fortune 40 company
 - She worked at Xerox Corporation
 - Printer/digital document product company
- Political
 - Past roles
 - Long Beach City Council – 2000-2006
 - California State Assembly – 2006-2007
 - U.S. House of Representatives - 110th (2007-2009), 111th (2009-2011), 112th (2011-2013)

→ Positions

- Leadership
 - Assistant Majority Whip
- Committees
 - Chair, Senate Budget Subcommittee #5
 - Member, Appropriations
 - Member, Banking and Financial Institutions
 - Member, Governmental Organization
 - Member, Health

- Member, Special Session Budget and Fiscal Review
 - Member, Transportation
- Commission
 - California Debt and Investment Advisory Commission
- Caucuses
 - California Legislative Black Caucus
 - California Legislative Women's Caucus
 - California Armenian Legislative Caucus
- Number of years in current role
 - State Senator: 9 months (Since Dec 2, 2024)
- % of vote received in the last general election
 - 50.6% <- 122,862
- 3 issue positions for which your politician is best known
 - In the past months Senator Richardson introduced multiple bills regarding jobs, labor, and the economy. She also introduced bills regarding local government. Her third most introduced legislation is on health.
 - **Jobs, Labor, and Economy:** She has worked on bills focused on job creation, labor protection, and supporting unions.
 - **Local Government Empowerment:** She's introduced legislation that attempts to strengthen local governance and streamlines city operations. There has been a push for more transparency and support for improving infrastructure.
 - **Health:** Richardson has pushed to sponsor bills that push for overall community wellness. She is known for focusing on and expanding services for underserved populations. She is also a strong advocate for mental health.
- Prominent donors to your politician's campaigns
 - Press Print Inc (\$184,726.87)
 - United States Postal Service (\$115,338.01)
 - Sente Strategies LLC (\$76,756.85)
 - Bankcard Center (\$75,653.37)
 - 3d Strategies (\$73,123.30)
- Ideology on economic, social, and environmental issues
 - Economic Issues
 - Richardson's voting record focuses on using government spending and regulation to navigate economic turn downs. She protects consumers and is seen to promote equity.
 - Her votes on these issues seem to focus on 3 main points
 - Economic justice and housing access
 - Regulation of the financial markets
 - Support for the working class and minority communities

- Social Issues
 - Richardson would be considered a progressive on most social issues. Especially considering her equity driven perspective of the world which is seen through her votes on past legislation.
 - Her votes on issues include:
 - Public investment in education, health, and infrastructure
 - Civil liberties and inclusive immigration
 - Labor rights and economic justice
- Environmental Issues
 - Senator Richardson's environmental voting record shows a holistic, humane, and infrastructure focused approach to achieve sustainability. She believes in our responsibility to care for and manage our natural environment. Her voting suggests that she is not only focused on issues including that of climate change, but also on wildlife wellness and conservation.
 - Senator Richardson's voting shows that she is a progressive environmental person. She has strong positions on:
 - Environmental and animal protections
 - Public investment in sustainable infrastructure
 - Strong opposition to invasive or exploitative practices

Pt. 2

Constituent Profile

→ Economics

- Prominent industries
 - Healthcare – 12%
 - Manufacturing – 11.7%
 - Retail – 11.2%
 - Hospitality – 9.0%
 - Transportation – 8.8
 - ^ 53% of industry in District
- Unemployment rate, income levels, poverty rate, etc.
 - Per capita Income: \$30,425
 - ~ 60% of California's average (\$47,977)
 - ~ 70% of U.S. average (43,289)
 - Median household income: \$73,310
 - ~ 75% of California's average
 - ~ 90% of U.S. average
 - Poverty rate:

- Overall: 16.4%
 - ~ 1.4 x California's Average
 - ~ 1.3 x U.S. Rate
- Children under 18: 23%
- Seniors 65+: 16%

→ Demographics

- Population, and population breakdowns by race, ethnicity, age, income, etc.
 - Total Population: 929,867
 - Population density: 8,520.7 people/sq mi
 - Media age: 35.5
 - Slightly younger than California (37.6) and U.S. (38.7)
 - Age distribution:
 - Largest age groups: 20-29 (14%), 30-39 (15%)
 - Seniors 80+: 3%
 - Race & Ethnicity:
 - Hispanic: 60%
 - Black: 21%
 - White: 8%
 - Asian: 7%
 - Two or more races: 3%
 - Native, Islander, Other: less than 1%
- Urban/rural breakdown
 - Urban & Suburban mix

→ Politics

- Partisan voter registration (district 35)
 - **Total Registered Voters:** 523,105
 - **Democratic:** 302,444 (57.82%)
 - **Republican:** 65,758 (12.57%)
 - **No Party Preference:** 115,340 (22.05%)
 - **Other parties combined:** ~ 7.56%
- % voted Democrat/Republican in 2020, 2016, 2012 (within the 35th district)
 - 2012
 - Democrat: 75.6% - 168,319 votes
 - Rod Wright
 - Republican: 24.4% - 54,361 votes
 - Charlotte A. Svolos
 - 2016
 - Democrat: 72.3% - 168,837 votes
 - Steven Bradford
 - Republican: 27.7% - 64,758 votes

- Mercedes Macias
- 2020
 - Democrat: 72.5% - 234,881 votes
 - Steven Bradford
 - American Independent Party: 27.5% - 89,080 votes
 - Anthony Perry
 - There was no Republican candidate in the district
- 3 specific issues that are important to your constituents
 - Housing & Homelessness
 - The district holds a very significant number of cities including Compton, Inglewood, and Carson where it is known that affordable housing is a major concern.
 - The rising cost of rent and displacement has led to a rise in homelessness, which is a very noticeable issue in the streets of the district. An issue of high urgency for the population.
 - Public Safety
 - Crime and policing reforms are highly discussed topics for the constituency, especially being part of Los Angeles County.
 - These discussions of police reform are split as some people call for stronger law enforcement presence, while others oppose it because of its history of being oppressive in nature.
 - Jobs & Economic Development
 - The district is mostly made up of the working class and very diverse individuals that have highly demanding jobs. There is a push for more job training, small business support, and laborers being backed by unions.
- Constituents' general positions on economic, social, environmental issues
 - Economic
 - The constituents of the 35th district seem to be very pro-worker/pro-union based on some news articles. They seem to support candidates that have policies that promote job training, wage equity, and back up small business.
 - There is a strong push for more public investments. The public seems to be in a majority in favor of infrastructure spending, affordable housing, and economic recovery/support programs that specifically help working class or underserved communities in the area.
 - There is a pushback on corporate influences. It seems that the population prefers a candidate that is willing to stand up to challenge corporate interest and stand with the people rather than with major businesses.

▪ Social

- Majority of the population is in support of progressive views, including supporting LGBTQ+ rights, criminal justice reform, as well as racial justice initiatives.
- The public seems to also be very interested in overall public safety. Especially for moderate voters, they strangely support more law enforcement in order to keep up with the public safety demands of the city.
- Education equity and access to quality public education that supports teachers are among the highest priorities of this district. There is a strong emphasis on backing up the community with increased funds in community-based programs.

▪ Environmental

- Since this district is located in a highly industrialized section of the city that has constantly seen high levels of pollution, voters are very concerned about having clean air and water.
- The community seems to be not as focused on strict climate orders but rather more focused on creating a space for renewable energy. There is a smaller level of climate change support.
- The district's population seems to give more importance to creating local efforts rather than large scale climate initiatives. There is a strong support for neighborhood cleanups and creating green spaces.