



January 18, 2019

To: Interested Parties
From: Hrag Yedalian, Campaign Consultant
Re: Denise Diaz's Path to Victory in 2019 (Senate District 33)

The upcoming Special Election for State Senate District 33 has already attracted over half a dozen candidates looking to represent a dynamic district that encompasses a large strip of LA County's Gateway Cities, including Long Beach, South Gate, Huntington Park, and Bell Gardens. **In the current crowded field, South Gate Councilwoman Denise Diaz stands out as the leading candidate.** While her competitors face an uphill battle fighting over the same voter base, Denise has the strategy and resources necessary to secure a top-two spot in this race.

DENISE DIAZ IS THE CLEAR FAVORITE OF LOCAL COMMUNITIES

Denise Diaz is an experienced small business leader and innovative nonprofit executive who was elected citywide to serve on the South Gate City Council in 2017. As a Councilwoman, Denise has focused primarily on job creation, economic development, and public and traffic safety. Her approach of "putting the needs of people first" has won the trust of local constituencies and endorsements from the following key leaders:

- Jhonny Pineda, Mayor, Huntington Park
- Graciela Ortiz, Council Member, Huntington Park
- Alejandra Cortez, Mayor, Bell Gardens
- Lisseth Flores, Vice Mayor, Bell Gardens
- Marco Barcena, Council Member, Bell Gardens
- Jennifer Rodriguez, Council Member, Bell Gardens
- Belen Bernal, Mayor, South Gate

- Henry Gonzalez, Former South Gate Mayor
- Carmen Avalos, City Clerk, South Gate
- Greg Martinez, City Treasurer, South Gate

THE ELECTORATE OF A LOW-TURNOUT SPECIAL ELECTION FAVORS DENISE DIAZ

Using the recent Special Election in Senate District 32 as a barometer, we can roughly estimate that the upcoming SD 33 will attract anywhere from 40 - 45% of the total voter turnout of the 2018 Primary Election, or approximately 36,500 - 41,000 votes. The low rate of turnout favors the candidate who can best appeal to the high propensity voters likely to participate in this election. An examination of SD 33 voter records reveal that two groups will decide this election's ultimate outcome:

- **LATINOS:** Making up **41.2%** of the likely voter base, it's more than evident that SD 33 favors a Latino candidate. ***As the only top-tier candidate who is fluent in Spanish and is highly visible in the district's Latino community (especially through Spanish-language media), Denise Diaz is seen as the favorite choice of the Latino community.***
- **NON-LATINO WOMEN:** **25.5%** of likely voters are non-Latino women, favoring the Latina candidate who can make inroads with women across the district. ***Denise's accomplishments in the fields of public safety, education, women's empowerment, and the environment give her a distinct edge in capturing this group's attention.***

Based on projected turnout, the conclusion is clear: Denise Diaz best fits the profile of what high propensity voters in SD 33 are looking for.

DENISE DIAZ'S OPPONENTS WILL BE FIGHTING EACH OTHER OVER THE SAME BASE, CLEARING HER PATH TO A TOP-TWO SPOT

Given the city's geographic prominence, it's no surprise that many observers believe that SD 33 is a "Long Beach seat" that favors a local candidate. That's why the race has already drawn two prominent Long Beach candidates – Councilmembers Al Austin and Lena Gonzales. A closer look at the facts and numbers, however, show that this race is wide open and that a non-Long Beach candidate can easily consolidate voter bases across the district.

- It's clear that Councilmembers Al Austin and Lena Gonzales will be fighting over the same base of voters in Long Beach. Austin has a head start by attracting official endorsements from 3 other current members of the Long Beach City Council, casting a shadow over Gonzales' reputation as an elected official within the city.
- Because of their tiny districts, Long Beach Councilmembers are often recognized only in their neighborhoods and will need to run much larger campaigns than they are accustomed to. **Of the approximate 32,000 high propensity voters in Long Beach, only about 1,850 are in Lena Gonzales' council district, while a much larger number – nearly**

4,150 voters – are in Al Austin’s district. From the nine Council Districts in Long Beach, Gonzales’ district has the second worst high propensity voter ratio, giving Austin a much higher Name ID with likely voters. On the other hand, at a count of nearly 4,700, Denise Diaz’s high propensity voters in South Gate eclipse the number of voters in each of the respective Long Beach districts. And, unlike the Long Beach candidates, Denise has a proven record of running a successful citywide campaign.

**CONCLUDING ANALYSIS:
DENISE DIAZ IS ON TRACK TO SECURE A SPOT IN THE RUNOFF**

In a district where voters are looking for a unifying leader who puts the needs of the community first, Denise Diaz stands out as the favored candidate. Her accomplishments as an elected official, nonprofit executive and small business leader appeal to Latinos and women across Senate District 33. While her opponents fight over the same pool of voters, the field is cleared for Denise to expand and consolidate her base.



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