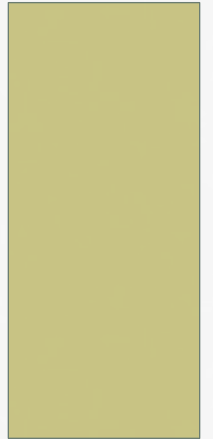


LATINO POLITICAL ENGAGEMENT AND THE FUTURE OF CALIFORNIA POLITICS

Lisa García Bedolla
University of California, Berkeley



FRAMING

WHY IT MATTERS

CONVENTIONAL WISDOM

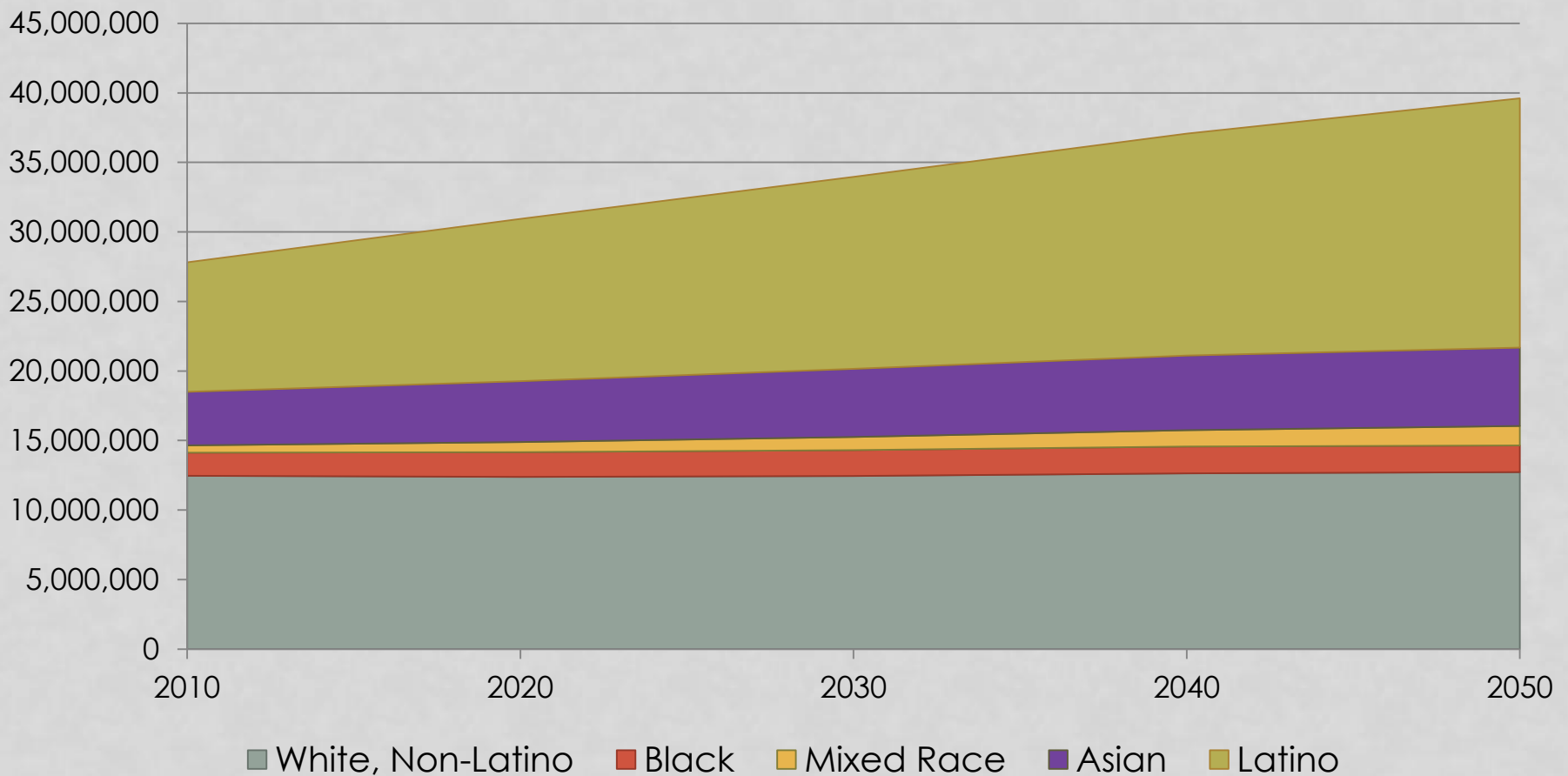
Obama's Winning Coalition in

November 2012:

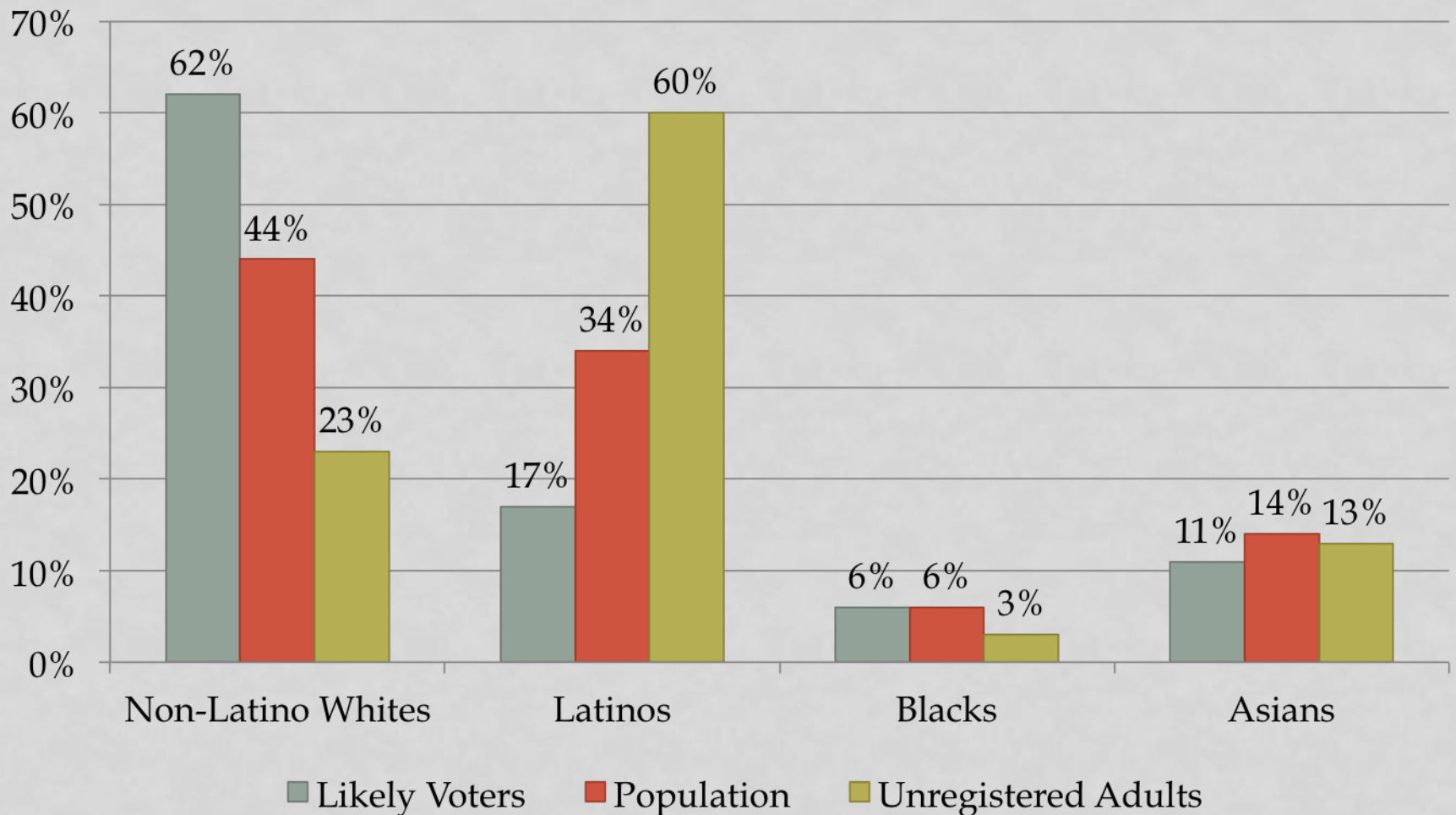
“Women and Non-Whites”

Demography seen as destiny

PROJECTED CALIFORNIA ADULT POPULATION, 2010-2050



The Engagement Gap



SOURCES: Likely voters - 2014 PPIC Statewide Poll; Population - U.S. Census

NOVEMBER 2012 ELECTION

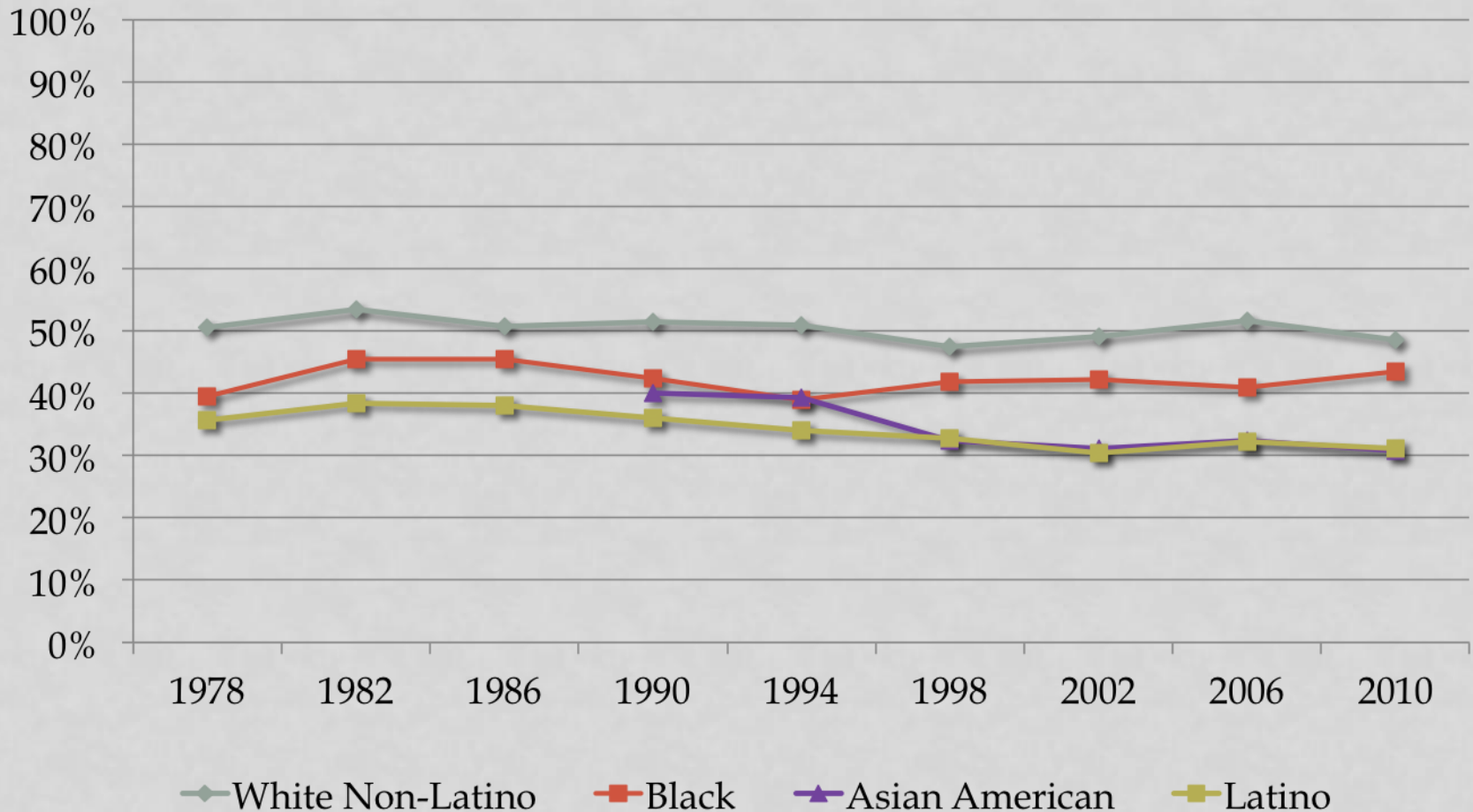


Record
**11.2
million**
eligible
Latino
voters
turned out

12.2
million
eligible
Latino
voters
stayed
home

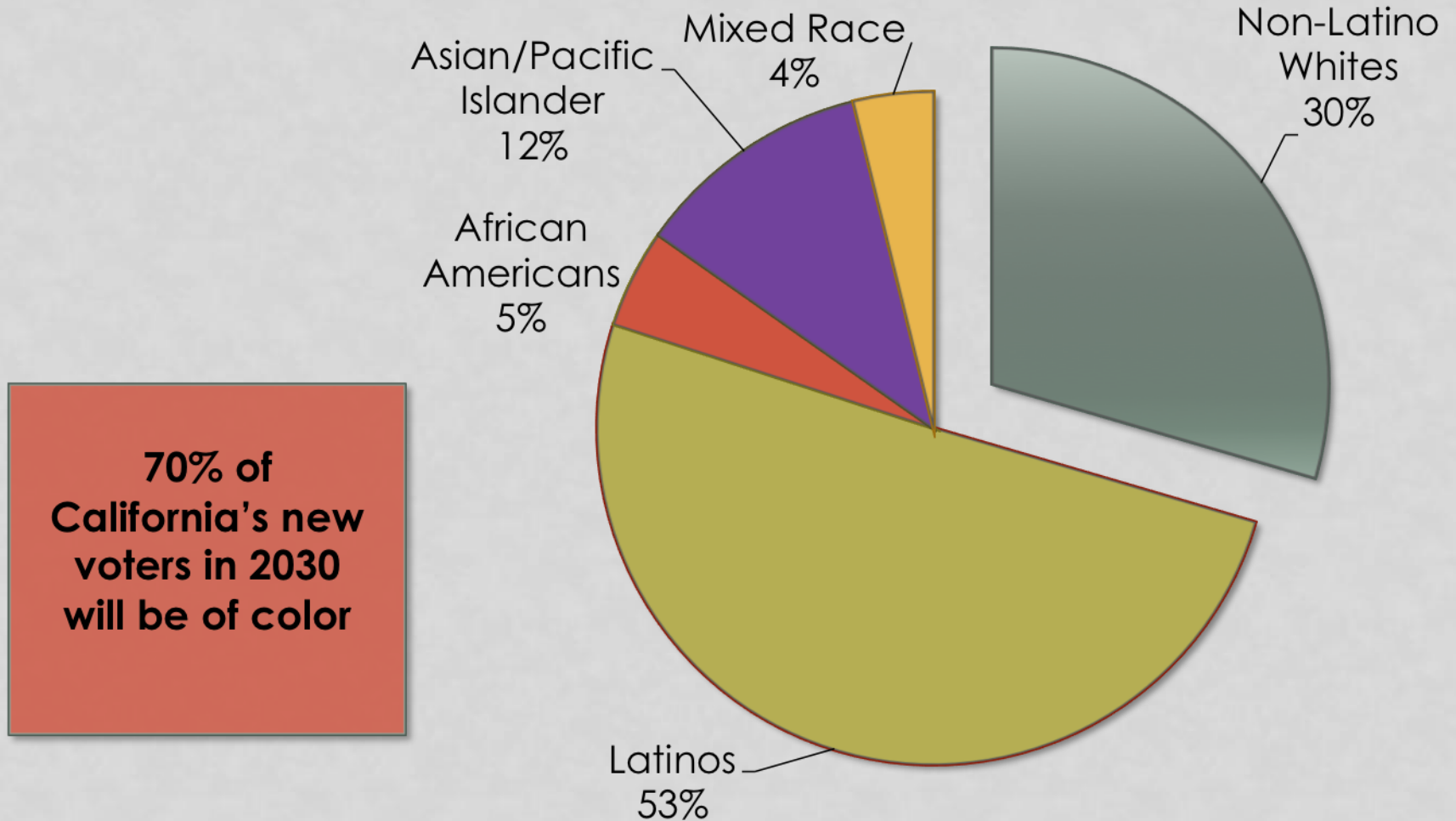


MIDTERM ELECTION TURNOUT, U.S. CITIZEN POPULATION, 1978-2010

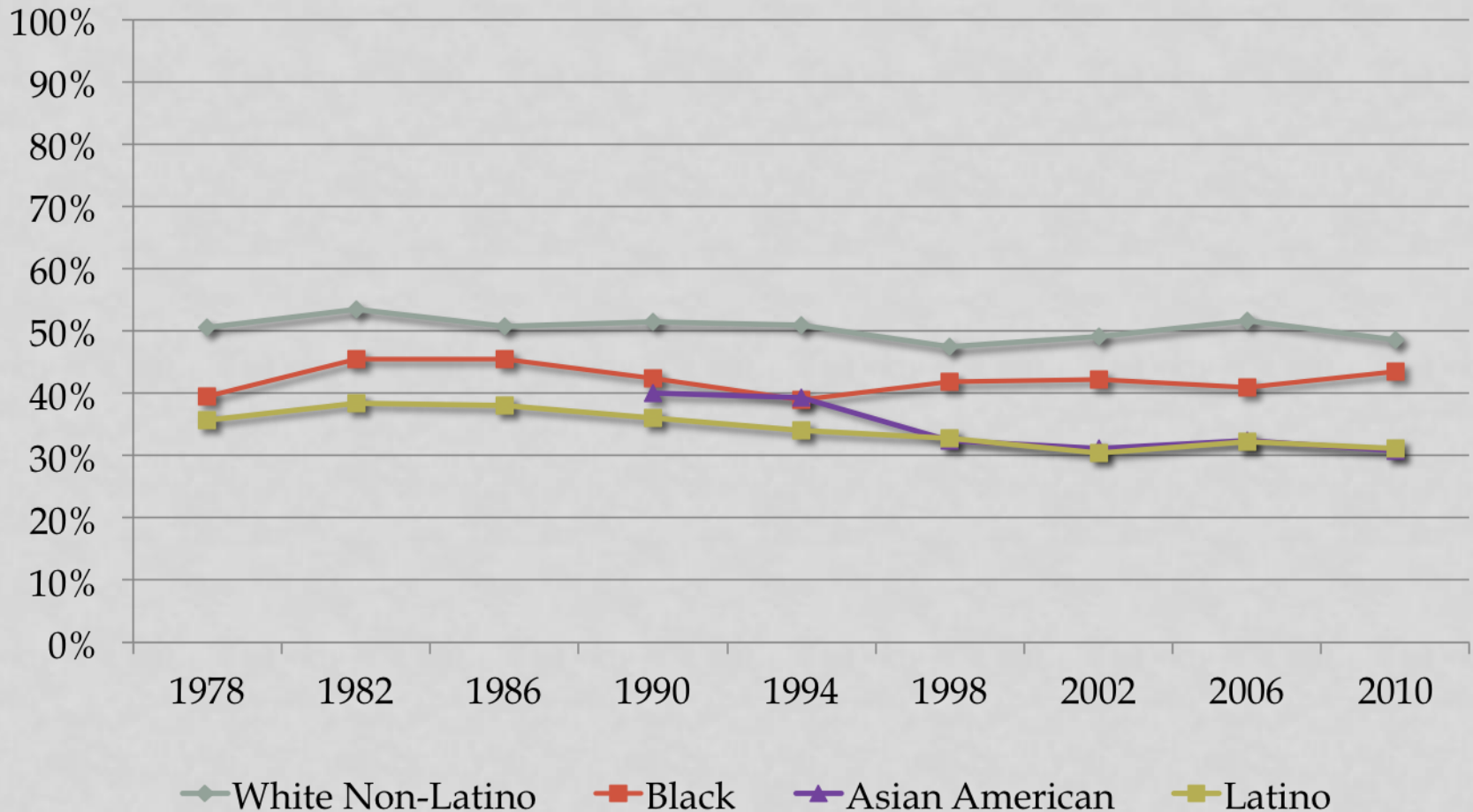


Source: Current Population Survey, November 2012 and earlier reports

California's New Electorate, 2030



MIDTERM ELECTION TURNOUT, U.S. CITIZEN POPULATION, 1978-2010



Source: Current Population Survey, November 2012 and earlier reports

REFRAMING

WHAT IF WE SAW NON-PARTICIPATION AS
RATIONAL?

MARIACHI IS NOT ENOUGH



OUR CONSERVATIVE IS NOT YOUR
CONSERVATIVE



WE ARE NOT ALL THE SAME



GENDER MATTERS

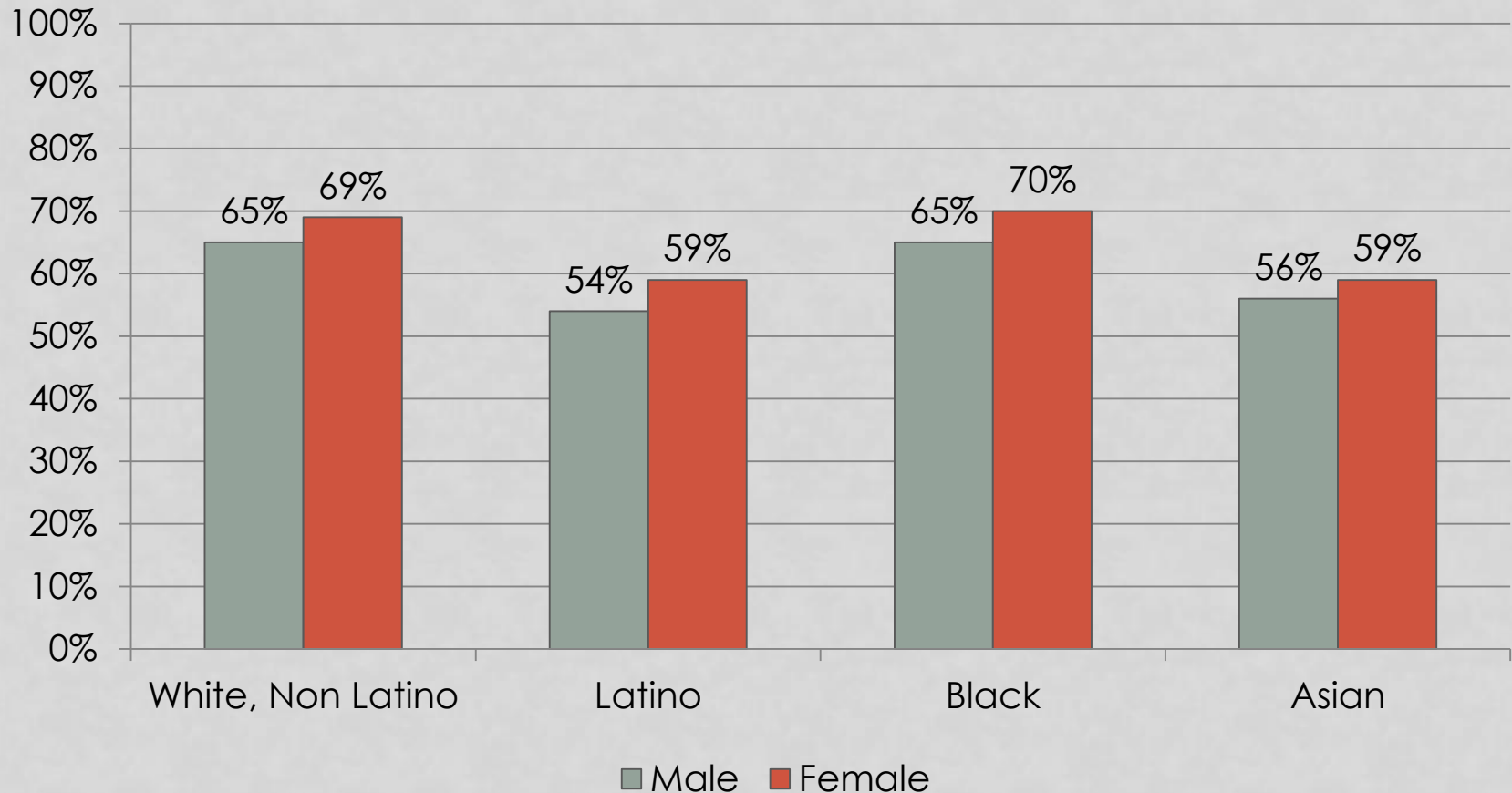


People think of Latina women as being fiery and fierce, which is usually true. But I think the quality that so many Latinas possess is strength. I'm very proud to have Latin blood.

(Zoe Saldana)

Gender matters for all groups

California Registration Rates, by Ethnorace and Gender



SOURCE: Current Population Survey, Voting and Registration Supplements, November 2012

THE REVERSE-SALLY FIELD EFFECT



POLICY IMPLICATIONS

TOWARD A LATINO-RELEVANT POLICY PROGRAM

IMMIGRANT INTEGRATION PROGRAM



BILINGUALISM FOR ALL



FULLY RESOURCED EDUCATION, CRADLE TO COLLEGE



CULTURALLY APPROPRIATE HEALTH CARE ACCESS



LIVING WAGE/WORKER PROTECTIONS



WEALTH TAXED LIKE WAGES

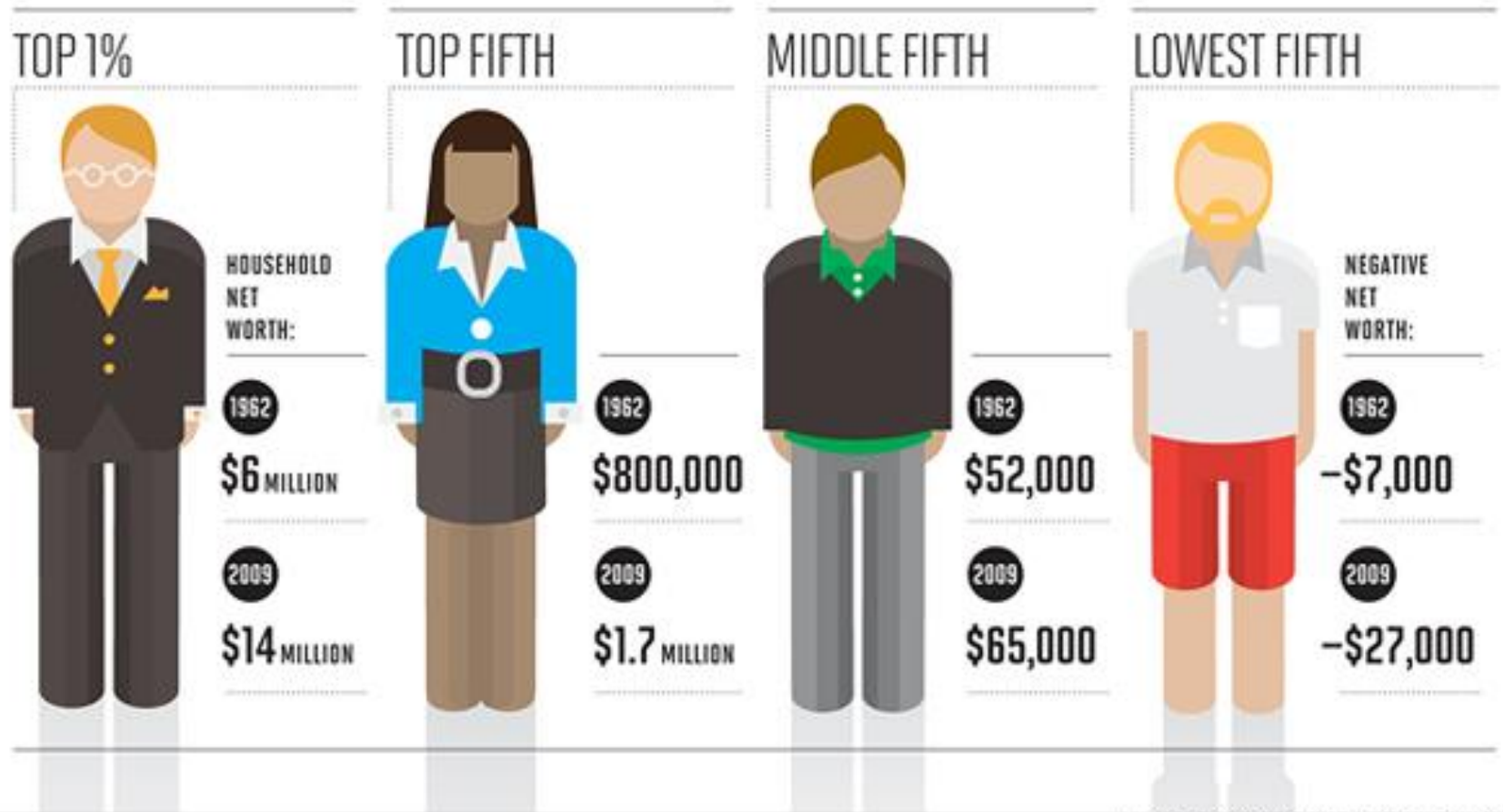


ILLUSTRATION: THOMAS POROSTOCKY

CIVIC EDUCATION THAT FOSTERS EMPOWERMENT



LATINOS: CANARIES IN THE COAL MINE

- Many self-selected to be here
- Incorporated into a non-participatory culture
- U.S. electorate is made, not given
 - Latino voters have gotten the message that politics is not for “US”
- Disengagement reflects the state of our democracy
 - How much lower can we go before our system becomes illegitimate?
- Status quo hurts all Americans

THANK YOU!

LGARCIAB@BERKELEY.EDU