

SEIU LOCAL 521

Year in Review

2014

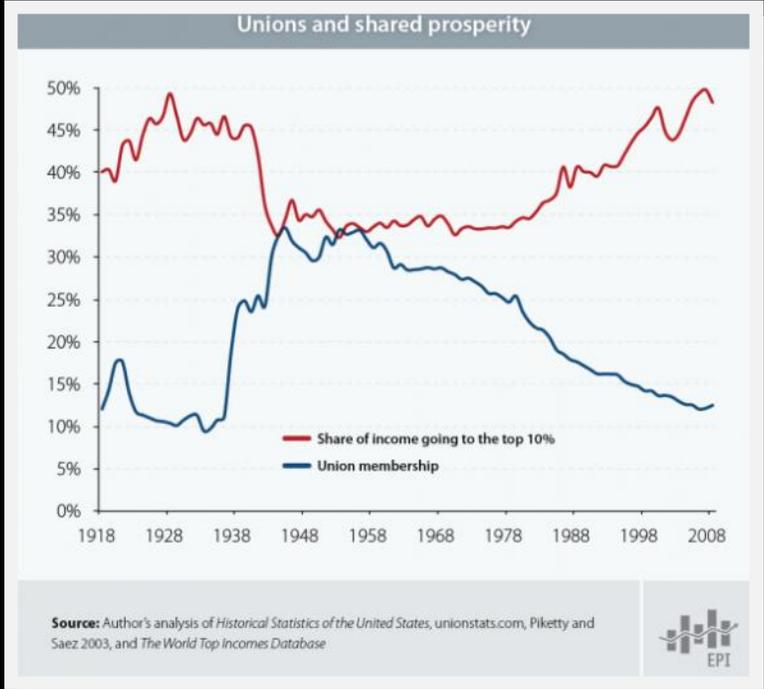


The charts on this page show us we have ground to make up. More than 40 percent of all U.S. workers actually have less spending power than what a full-time minimum wage worker made back in 1968. That is how far we have fallen.

Not coincidentally, union membership is at a historic low.

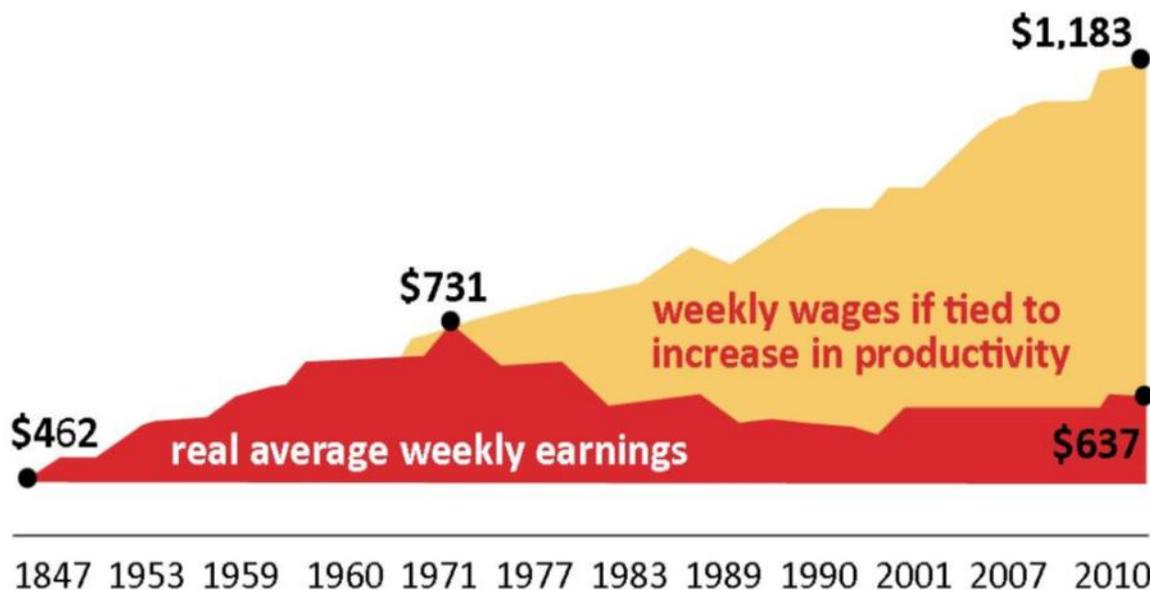
Join the fight! Become a member today – or sign up your co-worker. www.seiu521.org

As Robert Reich said, *“Never, ever underestimate what we can and will accomplish together. We are doing it together, ordinary people joining together*



HOW AMERICAN WORKERS GOT LEFT BEHIND

Actual wages compared to estimated increases
If they had risen with productivity



SOURCE: BUREAU OF LABOR STATISTICS—PRODUCTIVITY, AVERAGE WAGE OF NON-SUPERVISORY PRODUCTION WORKS, CONSUMER PRICE INDEX

521: When we fight, we win!

SEIU Local 521 members know that workers win when we put our communities first

In 2014, our members stayed strong on the frontlines, delivering quality public services from the coast of **Monterey County** to the heart of the **Central Valley**. Local 521's 55,000 members are committed to ensuring government services are open and transparent, and we recognize we are the strongest advocates for the people we serve.

Statewide, our members joined with thousands of other **SEIU eligibility workers** in California to push for a new law to help get more resources to the neediest families in our communities by simplifying the application process and shortening lines for applications. Another significant win involved **SEIU court workers** who successfully lobbied for more funding for California's justice system. In the process, we also changed the rules in Sacramento to increase transparency and the public's ability to comment in court policy meetings.

Our "Community First" vision shone in **Kern County**, where county officials were publicly discussing shutting down the region's only public hospital. Members at **Kern Medical Center** successfully lobbied for an alternative path. Workers helped craft state legislation for a Hospital Authority to oversee the hospital, allowing it more flexibility to operate and grow in a post-Affordable Care Act world.

And, of course, "Community First" is what drove us to win a **living wage ordinance** in the **Santa Clara County** where starting July 2015, contractors will pay workers \$19.06 an hour with provisions for healthcare, retirement, fair work week and more.

2015 will be about expanding the "**Fight for \$15**" movement and growing our worker power by engaging more members as leaders. We know we win when we mobilize around critical workplace and community issues. We know we win when we put "**Community First.**"



2014: Fighting for a Living Wage

Local 521 members enthusiastically joined the national “Fight for \$15” campaign to provide higher wages to low-wage workers across the country in 2014. The campaign involves working in our communities to pass living wage ordinances that uplift the lives of hundreds of thousands of workers.

As minimum wage continues to fall behind the rate of inflation, we have taken the initiative to push beyond a minimum wage (the floor) and fight for a living wage (self-sufficiency). Our efforts proved victorious in Santa Clara County, but we continue to fight in San Mateo County.

Santa Clara County

In Santa Clara County, we collaborated with Working Partnerships, USA to pass a living wage ordinance that is the most comprehensive in the nation, addressing critical issues facing the low-wage workforce: a fair work week and flexible scheduling; health care; and retirement security. Santa Clara County Supervisors—led by Supervisors Ken Yeager and Dave Cortese—passed the ordinance on Dec. 16.

“Let’s have Silicon Valley lead the way. Let us be leaders on this war on poverty.”

- Velia Esquivel-Ferguson,
Public Health Nurse, Santa Clara County

The law will go into effect July 2015 and includes: requiring for-profit county contractors to pay employees a living wage (\$19.06), with health and retirement credits, paid sick leave, a voice on the job without fear of retaliation, and groundbreaking fair work week provisions including full time work and flexible hours.



More Living Wage Actions

Palo Alto Solidarity Action



In September, we turned out in Palo Alto to help our sister local USWW rally Apple to do better by its security officers.

Black Friday Protests



Our "Fight for \$15" included standing with WalMart workers on "Black Friday" where members went to locations from Visalia to Milpitas, handing letters to the managers asking for better wages and working conditions.

San Mateo County Home Care

Following our “Community First” principle, we dove into the “Fight for \$15,” aligning with the larger movement to raise wages for 5,000 home care workers who have struggled for seven years without an increase.

Holding two acts of civil disobedience between

November and December—one attended by SEIU International President Mary Kay Henry—18 In-Home Supportive Services supporters stepped forward to get arrested in order to raise public awareness that in affluent regions such as the San Francisco Bay Area, working families struggle to make ends meet on poverty wages.

The fight for a living wage for home care will continue in 2015.



Santa Clara County Home Care

The County of Santa Clara and its In-Home Supportive Services (IHSS) workforce reached agreement in 2014 for a contract that invests in additional training for providers and provides more community outreach to increase public awareness about long-term care.

“With the number of seniors in Santa Clara County expected to double by 2030, our county’s commitment to strengthen and invest in the home care program sets our community on the path for success.”

- Yong Soung,
IHSS Former Chapter President



Tulare County won new contract with its first raise in eight years



Tulare County began the bargaining process by offering no additional investment in the workforce despite the fact that supervisors had given themselves and top management multiple raises over the past eight years. Initially our members privately called them out, but the fight escalated to exposing their hypocrisy at public rallies and meetings.

After months of bargaining and an incredible campaign of public pressure that focused on the needs of our community, our Bargaining Team and the Board of Supervisors reached an agreement. As members built pressure, they also worked with community groups to educate them about the impact on services. Soon, members of groups like Tulare County for Families began attending rallies and publicly speaking out.

Tulare County invested in our community and we responded. **This contract shows that by standing together, we can make a difference.**



Transformation in Wasco

In 2013, the City of Wasco was a chapter with no President, VP, Secretary or Shop Stewards. The Wasco City Council was also considering becoming a charter city. In 2014, we turned it all around by forming a **Community First Wasco** coalition. Faced with 600 signatures petitioning against the charter,

city leaders quickly reorganized top management resulting in workers winning a contract with no takeaways, a 9 percent raise over a three-year period and new provisions that provide bilingual pay and a new vacation cash out policy.

SEIU 521 Convention: Union of Leaders

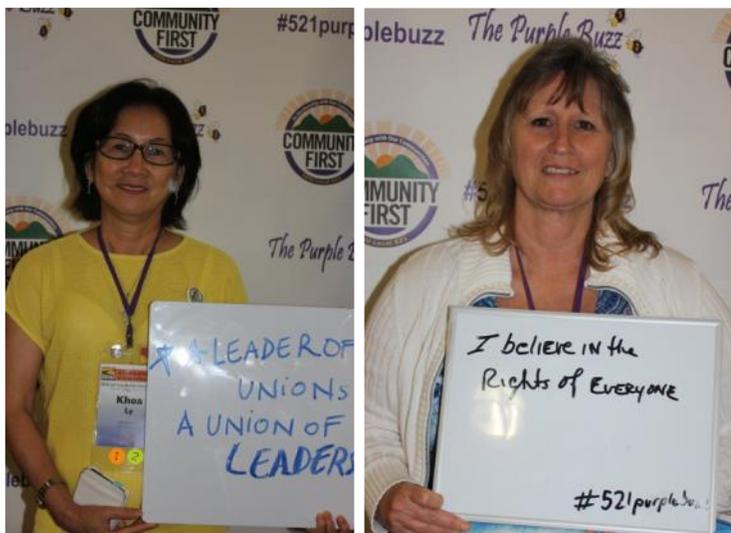
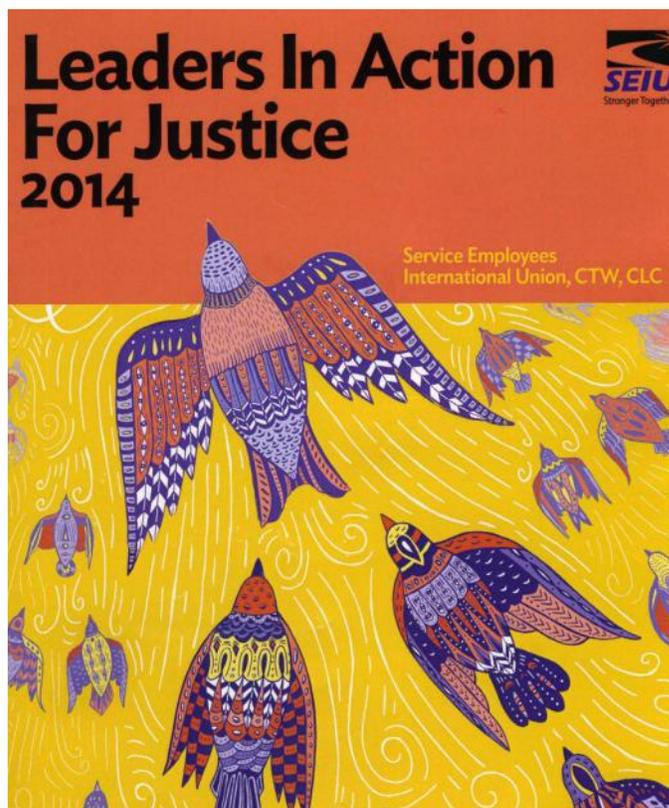
Nearly a hundred delegates across SEIU Local 521 convened in San Jose for a 3-day convention from August 1 to August 3, 2014 to assess the state of our Union and chart its future.

SEIU Local 521 President Gwyn Harshaw and Chief Elected Officer Luisa Blue opened the program to frame the work awaiting the delegates over the weekend, operating under the theme, **“A Leader of Unions, a Union of Leaders.”**

SEIU Local 1000 President Yvonne R. Walker delivered the keynote address and rocked the room. She ended by saying, **“Leaders don’t create followers; leaders create more leaders.”**



The 2014 Convention was a huge success! We’ve trained, learned and networked with people from across our local and now it’s time to put our new power into action at our worksites. With training in workshops, open space collaboration and speeches from some amazing leaders inside and outside of 521, we’re fired up and ready to go.



SEIU 521 helps increase healthcare access for all



In 2012, We received a \$1 million grant from Covered California to help educate and encourage the public to sign up for affordable, quality healthcare. Our union mobilized with community partners to spread the word even before the state's online exchange opened.

Our local **successfully reached more than 500,000 people** in California, providing basic information about how people may be eligible for medical insurance through Covered

California or Medi-Cal and doubling our goal for this campaign. With more than 100 Covered CA certified educators working under our grant, we connected with individuals and families through multilingual phone banks and robo-calls, town halls and union membership meetings, and free health fairs which we coordinated alongside more than 90 community partners and local government agencies.

Overall, California succeeded in enrolling more than 3 million into new coverage. This is a huge achievement by front-line workers of the state's service centers, county eligibility workers, outreach & education grantees, and certified enrollers. From the coast of Monterey to the Central Valley, our union truly showed how we put our **Community First** in healthcare, and our work earned media coverage from the Washington Post to the San Jose Mercury News.

Thanks to the new health care law (Affordable Care Act), over 9.5 million uninsured people nationwide now have insurance. SEIU members reached more than 2.4 million people nationwide.

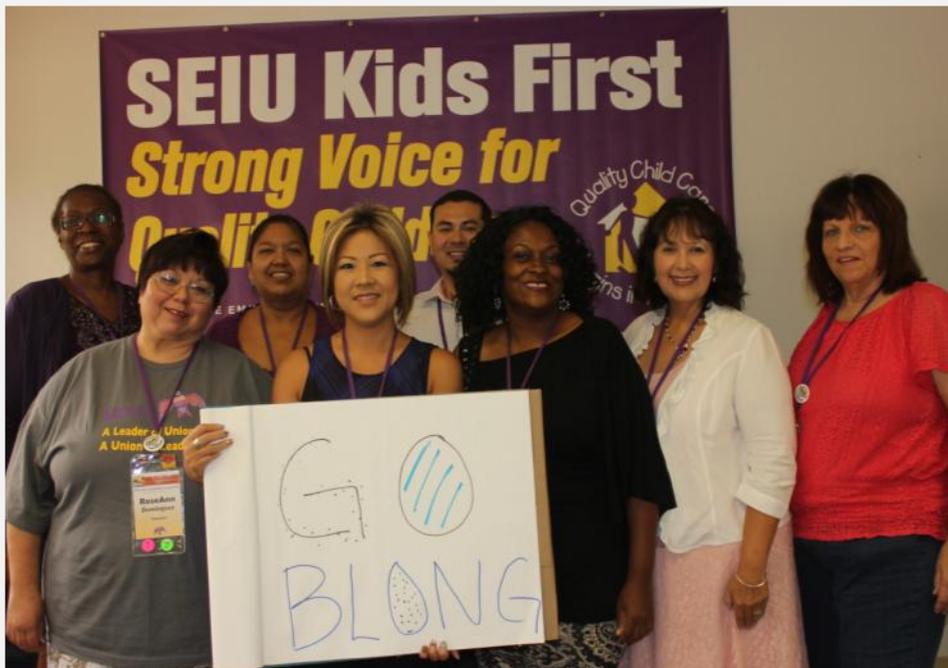
“SEIU members helped pass Health Care Reform. Our county eligibility workers helped implement Covered CA and expand Medi-Cal. We are committed to continuing the work of bringing quality affordable healthcare to our underserved population.”

- Luisa Blue,
SEIU Local 521 Chief Elected Officer



Fresno County: Where do we go in 2015?

Members have been working under an imposed contract for over three years in Fresno County. But 2015 brings in two new elected supervisors who have indicated they are ready to move beyond the stalemate and potentially build a new relationship with the rank-and-file. If so, then we are ready! We are proud to have supported Blong Xiong for the county supervisorial seat. The board should see that we support leaders who put Fresno community services first, ahead of personal political agendas.



We have seen over and over again in our chapters that the willingness to work, to make phone calls and talk member-to-member pays off. Members in Fresno recently decided to reject a contract offer that included raises because it didn't restore them to where they should be. We are ready to build capacity and strength at the worksite and to go the distance for a fair and just contract.

Community First Coalition in Monterey County leads the way!

Our Community First Coalition in Monterey County has worked successfully with the Board of Supervisors and departing CEO Harry Weis to help transform Natividad Medical Center from a struggling safety-net hospital with an uncertain future into a model for public hospitals where quality care and patient safety come first.

Through community efforts, NMC is the first and only Level II Trauma Center in Monterey County, effective January 2015.



The distinction came through a series of hard-fought battles where our members, physician leaders, RNs and community allies banded together to fight a proposal in July of 2014 that would see a San Francisco consulting firm lead the hospital.



With the proposal shelved and NMC under the direction of Trustee Dr. Kelly O’Keefe as interim CEO, Natividad is well positioned to seize new opportunities and succeed in a post-Affordable Care Act world that has brought new challenges and competition into the marketplace.

When we stand united, we win.

New law helps us provide better services



Our eligibility workers successfully lobbied Gov. Brown to sign SB 1341, a bill that saves taxpayer money and reduces Medi-Cal confusion.

SEIU Local 521 Eligibility Workers joined fellow EWs from Locals 221, 721 and 1021 to highlight the problems caused by CalHEERS's automated notices and rejections. We successfully pressed for

corrective action in Sacramento. This is the power of having a strong and active 521 Eligibility Worker Industry Council to coordinate our fight with other "21 Locals" across the state.

"Community First can't just be a motto. We have to live it. Winning this bill shows that as workers we want to do the job right to serve our clients, and when we stand up for something, we can make a difference."

- Robert Padilla
SEIU Local 521 Eligibility Worker

Win at Kern Medical Center

Kern Medical Center (KMC) has been at the center of much activity in Kern County for the past year. Starting in September 2013, the CEO of KMC was fired. Our members then faced threats from the county to close the hospital. Instead, we worked together to pass

state legislation that authorized the Kern County Board of Supervisors to separate the hospital from the county and create a Hospital Authority.

The legislation we passed will help bring flexibility to KMC operations and ensure the strongest protections



for workers and our community. Public hospitals today face a more competitive post-Affordable Care Act marketplace. To succeed, KMC must transform and increase the number of people selecting the hospital as their provider of choice.

Members in the Media

Many of our campaigns rely on the support of the public and our members are excellent at working with the media. Whether we are writing letters to the editor or doing an interview with the local TV station, our voice needs to be heard. Any member can step up and be a media contact. It's a great way

to get our message out and speak up on behalf of working families. In advancing our message about "Community First," we're changing the conversation and helping the public see the importance of quality public services.



Building Our Communities



FASTA

Wolters Elementary would like to thank FASTA for their generous donation of gloves. Every student left our campus today with a pair of gloves for Winter Break.

Thank you and Happy Holidays!!

Xee Moua, Principal
Adele Stewart, Vice Principal
Wolters Elementary

Earth Day

2014

Monterey County
workers join
community in
observing Earth Day
2014.



Operation Care and Comfort

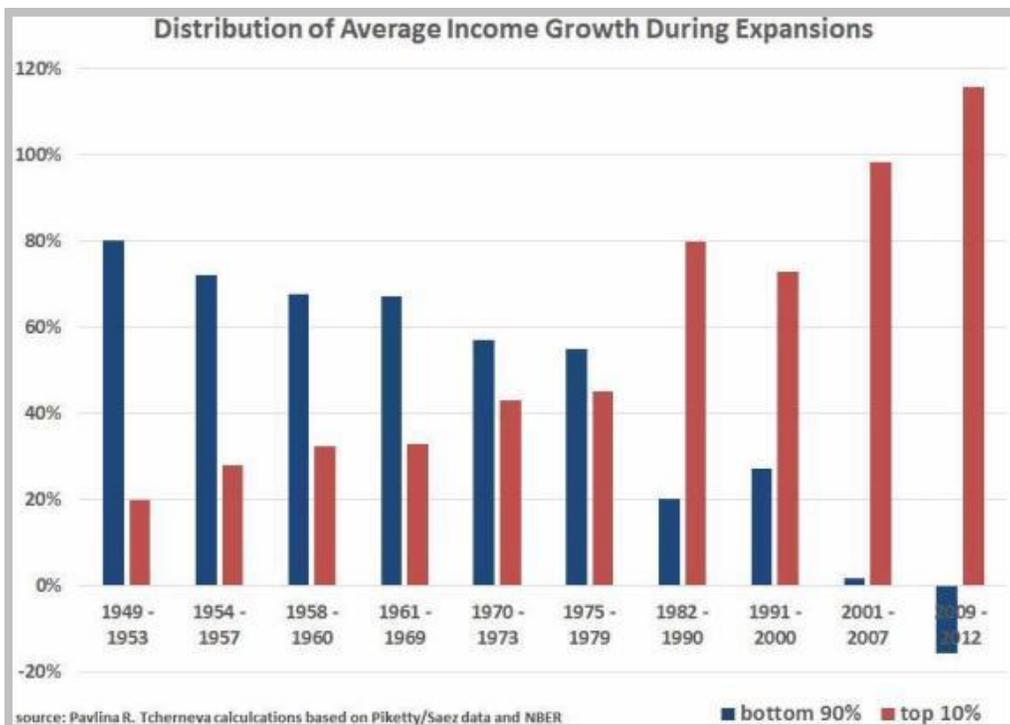


SEIU Local 521 is proud to have led a care package drive for service members overseas and veterans at home. In collaboration with Operation: Care and Comfort and other community organizations, and with assistance from the South Bay Labor Council, SEIU 521 Latino Caucus and the South Bay Democrats, we raised more than \$15,000 in cash and donations.

COPE and Membership

To win for working people and rebuild the American Dream, SEIU supports elected officials and candidates who share our vision of a nation that invests in good jobs and opportunities for all, not just the richest 1%, while working to create a fair pathway to citizenship for every immigrant worker and universal healthcare for all.

To win, we need to come together—in other words—organize. If the chart below makes you mad, then do something! Become a full member today—and sign up for COPE!



Sign up to be a member:

www.seiu521.org/membership

Get involved with COPE:

www.seiu521.org/COPE



What is COPE?

Through small, voluntary contributions to COPE, more than 300,000 members of SEIU have created a strong voice for working people in politics. COPE allows us to have a direct impact on elections and key issues in our communities.

To become a full union member or sign up for COPE, contact your shop steward or union organizer.

We are stronger together!



Politics

Our members have participated in hundreds of actions attempting to pass Comprehensive Immigration Reform over the last few years. The implementation of President Obama’s administrative action on immigration is a strong starting point for reform and the commonsense changes will benefit our economy and communities.

We lobbied and worked on elections to get the right people into offices across the state and had some great success. Catherine McCoy, president of our San Andreas Chapter and co-chair of the SEIU Developmental Disabilities Council, was appointed to the California Development Services Task Force. Imelda Ceja-Butkiewicz was sworn in as a member of the California Board of Registered Nursing. Imelda is a long-time active SEIU member, Kern County Executive Board Member and Chair of the COPE committee.

