Asian Pacific American Democratic Caucus of Alameda County

2014 Endorsement Questionnaire

Thank you for your interest in being considered for endorsement by the Asian Pacific American Democratic Caucus of Alameda County. Please answer each question in 250 words or less. Be honest and direct. Brief answers are satisfactory.

Please note: your questionnaire will be posted on our website for Caucus members to review.

Candidate/Campaign Information

Candidate Name: Diana Souza

Home City, State, Zip: 1212 Coe Ave San Leandro, CA 94579

Office Sought: San Leandro Mayor   District:

Are you the incumbent?   No

Campaign Website: SOUZAforMAYOR.com

Campaign Email: SOUZAforMAYOR@gmail.com

Campaign Phone: 510-754-3183

PERSONAL INFORMATION

a) Are you a registered Democrat? Yes
- **(The APA Democratic Caucus can only endorse registered Democrats)**

b) Are you an APA Caucus member? Yes

c) Why are you seeking the Caucus's endorsement?

San Leandro has a diverse population of residents and business owners, with over 30% API. A positive collaborative relationship with the API Caucus leads to strengthen relationships with the San Leandro API constituents will strengthen the City overall.

d) List the top 10-15 endorsements ONLY. (Please reference your website if you want to alert us to more).
San Leandro Police Officers Association
Benny Lee, San Leandro Vice Mayor
Dr. Hal Gin, Chabot-Las Positas Board Trustee

Ursula Reed, San Leandro Councilmember
Surlene Grant, Former San Leandro Vice Mayor
Arlene Lum, Asian Community and Business Leader
Eduardo Collaco, Oakland Chinatown Community Liaison
Stewart Chen, Alameda Councilmember
Sue Chan, Fremont Councilmember
Bernard Ashcroft, Bay Area Business Roundtable
Tony Guzman, Co-Chair of The Hispanic Business Alliance

e) If we endorse you, will you use our name in your campaign materials?   Yes

f) How long have you lived in the district which you are seeking to represent? 31 years

g) Education background: Schools you attended, date graduated, major and degree earned
BS, Business Administration, with an option in Human Resources - CSUHayward 2005
MBA, Entrepreneurship – CSUEast Bay 2009

h) Employment: Last three (3) paid positions, indicating name of employer, job title and length of employment. NorCal Kenworth, Human Resources, 6/2010 – present; Higate Hotels, Payroll Manager/Human Resources 6/2009 – 6/2010; City Drayage, Managing Member 8/1999 – 5/2009

i) Names of any community or nonprofit organizations in which you have been an active volunteer in the past 3-5 years:
Building Futures for Women & Children
Tech Link Advisory Group, Arroyo High School
Future Academy Advisory Group, Arroyo High School
Decca Regional Competition Judge
San Lorenzo Unified School District Measure E & O Oversight Committee, Chair
Chabot College Automotive Technology Advisory Committee
City/Chamber Ad Hoc Local Inclusion Policy Committee
Bay Area Business Roundtable
Kaboom Build a Park – San Leandro

CANDIDATE QUESTIONS
Please limit each response to no more than a total of 250 words.

1. What differentiates you from your opponents for the elected office you seek? I was instrumental in the local preference and inclusion ordinance. I've supported API constituents in their cultural requests, and nominating San Leandro's first API Vice Mayor. I've participated in just about every API event and activity in our city as well as participated in API events in our neighboring cities. My opponents may have visited just one of these API events in San Leandro but not API events with neighboring cities. My opponent on the Council was among the opposing vote for the first API Vice Mayor. I've demonstrated commitment and follow-through to policies and practices for inclusiveness.

2. Describe one issue for the district you want to represent for which you have provided leadership and about which you are passionate (This does not necessarily need to be an issue that particularly affects the Asian community.) As noted above, I was instrumental in establishing the local preference and inclusion ordinance which impacts our local businesses, residents and minorities. I continue to support this because it is the right thing to do and provides opportunities and support for our diverse resident/businesses, which then in turn helps support the overall quality of life in San Leandro.

3. What percentage of the district you [or intend to] represent are of Asian or Pacific heritage?

The 2010 census showed that nearly 30% of San Leandro was API and realty reports over the past few years have predominantly shown API surnames so it's clear that we've exceeded 30% since 2010. In fact, the API population has been the predominant ethnic population since the 2010 census.

4. Please identify the three largest API ethnicities in your district.

Chinese, Filipino and Vietnamese. The Chinese population serves as the majority of the API ethnicities followed by the Filipino population and then the Vietnamese population.

5. Please identify the most at-risk API community in your district and describe why.

Low Income non-English speaking APIs who are of working age or at retirement. The economy has improved marginally since the height of the great recession; however, finding new employment and accessibility to basic necessities such as health services continues to be challenging. Because of language challenges, not all non-English speaking APIs have registered under Obamacare. Over 4,000 API San Leandrans travel to Oakland Chinatowns Asian Health Services (AHS) to have access to multi-Asian language services to address their health/medical needs – this represents nearly 20% of their patients. As a result, it's predictable that a gap exists for those who don't have the opportunity to travel to AHS.

6. List the three top concerns of members of the APIs in your district

1. Public safety – We had a few incidents that demonstrated the concern of the APIs when hundreds attended public safety events. I'm committed to improving our services and fully staffing our police department. 2. Inclusiveness – inclusion is about a willingness to understand and embrace cultural diversity and not view it with difference. 3. Access to services – I've seen where multi-language services could have resolved basic city services. All of our non-English speaking constituents are tax payers so they need representation that provides language services which I'm fully committed towards.

7. Based on your observations, how active are members of the API communities in local civic activities? (in your district/city)

	Rarely	Somewhat	Very active	Comments
Cultural events			X	We have a few events tied to API ethnic heritage which I've attended all. Chinese New Years at our Main Library brings out several hundred APIs. The first ACCA Moon Festival brought out over a thousand APIs. The ACCA Philippine Typhoon Relief Concert packed our San Leandro Arts Center with a few hundred. This year's National Night Out doubled in size which included a significant API presence.
Health/services fairs		X		Many of these services cater to those who speak English so there's a huge gap with non-English speaking API attendance at these fairs.
Current affair educational events			X	Chinese Christian School has an annual carnival which brings many hundreds of family members of enrolled students. Some of our middle schools in my district have cultural week which involve the students and family participation that also number in the hundreds.
Political events			X	There are issues that bring out a significant portion of the API population and San Leandro has experienced these a few times. Opposition to the construction of a nearby crematorium brought

				numbers over a thousand. Opposition to a Casino brought out over two thousand. The API leaders garnered petitions with a thousand signatures in opposition to Marijuana dispensaries.

8. What would it take to increase API community participation in these activities? List three strategies you have taken (or intend to take) to increase participation. We've already begun this process by pushing out communications in multiple languages and consistently push our Council colleagues and City Staff to be focused on inclusiveness. I was instrumental on establishing the local preference and inclusion ordinance for City contracts and services which opens our doors to all minorities and APIs. Three strategies include: 1. Multi-language translations 2. Multi-language publication outreach 3. Engaging our Council roles in API events and activities to demonstrate presence and commitment.

9. Please identify all Asian/Pacific American candidates whom you have personally endorsed over the past 5 years including this election cycle. If there are none, please explain. Lena Tam, Stewart Chen, Sue Chan, Anu Natarajan, Rob Bonta, Benny Lee, Fiona Ma, Betty Yee, Marita Cheng

10. How can the Caucus help you better understand and represent API constituents? List three strategies. 1. Provide services to increase voter registration for APIs as this gets them involved to ensure their voices count. 2. Participate in events and activities to demonstrate a presence which helps open the doors for those who are unaware of your mission. 3. Leverage the web and/or social media to educate the public and APIs so that they would have a common voice.

11. How do you see yourself utilizing the resources of the Caucus?
The APA Caucus provides a great central base to cluster APIs who are interested in learning more or participating in the public process; however, the API community is quite diverse so it's important for me to understand as many of the issues of such a diverse community. I believe the APA Caucus can help and be a strong advocate in this area.

Deadline for responses: 5 p.m. <mark>Friday, Aug. 22, 2014</mark>
Please save your responses in a <mark>pdf format</mark> and e-mail your completed questionnaire to:
karen.fong@sbcglobal.net
Thank you for taking the time to seek our endorsement.