



Who We Are

- Levanta Tu Voz (Raise Your Voice) was created to empower Latinos to advocate for fair and affordable energy solutions. It is a program of the Western States Petroleum Association (WSPA).
- Levanta Tu Voz provides a platform for Latinos to share their opinions and concerns around energy policies with their legislators.
- Levanta Tu Voz provides clarity and education about energy policies and mandates that directly impact the livelihood of all Latinos.



What We Believe

- Levanta Tu Voz believes politicians and advocates must include Latino voices on energy plans to ensure their needs are considered.
- Levanta Tu Voz believes efforts to improve air quality and fight climate change are important but will only work if the solutions are affordable for all Californians.
- Levanta Tu Voz believes that every voice, regardless of background, deserves to be heard in discussions about energy policies.

Why It Matters



California's energy and climate plans will have an unequal financial impact on Californians. Lower income households, many of which are Latino, will be hardest hit and will see a decrease in personal income.¹



Latinos are over-represented in the industries most likely to be impacted by energy mandates driving California's rushed transition to electrification. Latinos make up 90% of agriculture workers, 50% of trucking and transportation workers, and 50% of construction workers.²



Latinos represent 40% of the state's population, yet many of them – including 84% of Californians in general – feel overlooked by elected officials when it comes to energy policies.³

