

Role Profile: Senator Eloise Gómez Reyes

California State Senate, District 29

Part 1: Individual Profile

Name, District, Party Affiliation

- Name: Eloise Gómez Reyes
- District: California State Senate District 29 (Inland Empire, San Bernardino County)
- Party Affiliation: Democrat

Age, Gender, Race/Ethnicity, Marital Status, Education

- Age: 70 years old (born January 27, 1956, in Colton, CA)
- Gender: Female
- Race/Ethnicity: Hispanic/Latina (Mexican-American); daughter of farmworkers and immigrants
- Marital Status: Married to Frank Reyes; one adult son
- Education: A.A. in Liberal Arts, San Bernardino Valley College (1976); B.S. in Public Administration, University of Southern California (1978); J.D., Loyola Law School, Los Angeles (1981)

Career Background

- Non-political: Reyes practiced law for roughly three decades, opening the Law Offices of Eloise Gómez Reyes in 1986, the first Latina to open her own law firm in the Inland Empire, where she represented underserved community members in civil matters. She also co-founded the Inland Empire Community Health Center and briefly served as an adjunct professor at Cal Poly Pomona.
- Political: Reyes was first elected to the California State Assembly in 2016 (District 47, redrawn as District 50 in 2022) and served through 2024. She was named Assistant Majority Whip in 2018 and, in December 2020, was appointed Assembly Majority Leader, the first Latina and only the fourth woman to hold that position. She left the Assembly to run for the State Senate, winning Senate District 29 in November 2024 and taking office December 2, 2024.
- Committee assignments (2025-26 session): Chair, Budget Subcommittee #2 on Resources, Environmental Protection, and Energy; Chair, Legislative Ethics; Member Banking and Finance, Budget and Fiscal Review, Education, Energy Utilities and Communications, Joint Legislative Budget, Judiciary, Privacy Digital Technologies and Consumer Protection, and Senate Rules.
- Caucus memberships: Senate Democratic Caucus, Latino Legislative Caucus, Legislative Women's Caucus, California Native American Legislative Caucus, Armenian Caucus, Inland Empire Caucus.

Number of Years in Current Role

Reyes has served as State Senator since December 2024 (about one to two years as of the 2025-26 session), following eight years in the State Assembly (2016-2024).

% of Vote Received in Last General Election

Reyes received 57.0% of the vote (160,820 votes) against Republican Carlos A. Garcia in the November 5, 2024 general election for Senate District 29 (total votes cast: 281,905).

Three Issue Positions She Is Best Known For

- Criminal justice reform authored AB 2147 (2020), which created an expungement pathway for incarcerated firefighters to pursue firefighting careers after release.
- Worker and workplace protections authored AB 685 (2020), requiring employers to notify workers of COVID-19 exposure; also led efforts to reform the Legislature's sexual harassment policies.
- Environmental and immigrant-community protections introduced SB 1075 (the Clean Air Promise Act) to strengthen enforcement of community air-pollution protections, and 2026 legislation aimed at limiting ICE activity at California courthouses.

Prominent Donors

Largest identifiable donors to her 2024 Senate campaign:

- United Food and Commercial Workers (UFCW), Region 8 Golden State Council
- California Statewide Law Enforcement Association
- Union Pacific Corporation
- Barona Band of Mission Indians
- Golden State Clean Energy
- Sierra Club California

Ideology

- Economic: Strongly labor-aligned, her largest donors include multiple public-sector and private-sector unions (UFCW, law enforcement). She has prioritized worker protections and pay/benefit issues in workplace legislation such as AB 685.
- Social: Progressive on criminal-justice and immigrant-rights issues, reflected in AB 2147 (firefighter expungement) and her 2026 push to limit ICE courthouse arrests. She has also championed reforms to the Legislature's own sexual-harassment policies.
- Environmental: Active on air-quality and industrial-pollution enforcement in the Inland Empire, a region with heavy warehouse/logistics activity, including SB 1075, which strengthens enforcement of the community air-protection framework established under AB 617 (2017).

Part 2: Constituent Profile

Economics

- Prominent industries: logistics, warehousing/goods movement, healthcare, and construction, reflecting the Inland Empire's role as a major distribution hub.
- Median household income: approximately \$85,478 (2024, San Bernardino County, the closest available proxy, since the district sits almost entirely within the county).
- Poverty rate: approximately 13.3% countywide (2024).

Demographics

- Population: 943,463 (2020 Census); the district covers 43.28% of San Bernardino County's population and lies almost entirely within it.
- Ethnicity: Hispanic or Latino — 600,695 (63.67%); Not Hispanic/Latino — 342,768 (36.33%).
- Race (non-Hispanic): White 161,105 (17.08%); Black 86,661 (9.19%); Asian 61,597 (6.53%); American Indian/Alaska Native 2,666 (0.28%); Native Hawaiian/Pacific Islander 2,490 (0.26%); Two or more races 23,282 (2.47%).
- Major cities/communities: San Bernardino, Fontana, Rialto, Rancho Cucamonga (partial), Redlands (partial), Upland, Colton (partial), Highland (partial), Grand Terrace, Loma Linda, and the unincorporated communities of Bloomington and Muscoy.
- Median age: roughly 31–33 in the district's core cities (San Bernardino, Rialto), slightly younger than the countywide median of about 34.7.
- Urban/rural breakdown: the Senate's own district description characterizes SD29 as "a mix of urban, suburban, and some rural areas," with population concentrated in San Bernardino and Fontana.

Politics

- Partisan voter registration (2024): Democratic 46.1% (227,323 voters); Republican — 23.5% (116,170 voters); remaining voters largely No Party Preference or minor parties.
- 2024 general election result: Reyes (D) 57.0% (160,820 votes) defeated Carlos A. Garcia (R) 43.0% (121,085 votes).
- Historical context: SD29 in its current (post-2021 redistricting) boundaries was previously held by Josh Newman (D), giving it a consistent recent Democratic lean rather than a multi-cycle swing-district history.
- Issues important to constituents: given the district's heavy logistics/warehouse economy, air quality and industrial pollution, cost of living/housing, and immigration are recurring local concerns reflected in Reyes's own legislative priorities (SB 1075, ICE-courthouse legislation).
- Constituents' general positions: the district's registration and 2024 vote margin indicate a solidly Democratic-leaning electorate, consistent with Reyes's decisive win and the seat's recent voting history.