Born and raised in South Los Angeles, Curren D. Price, Jr. is proud of his roots, and his public service experience has consistently stood up for working-class families.

In 2013, he was elected to represent the Los Angeles 9th Council District with a focus on elevating the South LA community, cleaning up neighborhoods, tackling blight and advocating for more resources and services. In his role as City Councilmember, Price is the Chair of the Council’s Economic Development Committee, and serves on the committees on Planning and Land Use Management (PLUM); Homelessness and Poverty; Housing; Public Works and Gang Reduction; Arts, Parks, and River; as well as the Ad-Hoc Committees on Immigrant Affairs, Comprehensive Job Creation and the 2024 Summer Olympics.

He launched his decades-long career in 1993 as a public servant on the Inglewood City Council. Price then went on to serve in the State Legislature as a State Assemblymember in 2006 where he served as the Chair of the Assembly Committee on Elections and Redistricting and Committee on Governmental Organization. In 2009, as a State Senator, he chaired the Business and Professions Committee and was chosen by his colleagues to lead the California Legislative Black Caucus, as Chair, in 2010.

In his current post as Los Angeles City Councilman, Price has a personal commitment and fervent passion to bettering the lives of low-income families and children. In 2014, he led the fight to set a living wage for hotel workers in Los Angeles and in 2015 was instrumental in passing historic legislation that raised the citywide minimum wage to $15. He has actively supported local projects that promote economic opportunity and consistently pushed for good-paying “local hire” labor agreements that benefit constituents of the Ninth District. A former entrepreneur, he is a proud supporter of small and minority business owners and in October 2014 opened the Business Resource Center (BRC) to provide residents access to business development tools, services and training.

Price remains committed to turning the community around and making neighborhoods safer, cleaner and greener. Under his leadership, more than $40 million has been invested into public parks and recreation. To combat the trash problem and promote cleanliness districtwide, he has led an unprecedented effort to remove more than 10,000 tons of trash since 2013 and has secured the addition of hundreds of new trash cans. To address the homelessness crisis in a responsible and humane way, Price was a sponsor of the successful $1.2 billion bond measure HHH, which voters approved this past November to help build 10,000 housing units with wrap-around support services over the next decade.

A diligent, focused and determined student, Price earned a scholarship to Stanford University where he would graduate with a Bachelor’s degree in Political Science. He also received a Juris Doctor degree from the University of Santa Clara, School of Law. Price also holds lifetime teaching credential for Adult Education and for the Community Colleges.

After law school, Price went to work in the private sector, first in export management in West Los Angeles and later in the satellite communications industry in Washington DC.
1989, he returned to Los Angeles driven by a desire to give back to his community. He started a “quick print” business, served as an aide to two South L.A. City Councilmembers and helped provide economic development training and assistance to community-based organizations in South Los Angeles.

COMMITTEES
1. Chair, Economic Development
2. Vice Chair, Public Works & Gang Reduction
3. Member, Housing
4. Member, Arts, Parks & River
5. Member, Ad Hoc Committee on Film & Television

GEOGRAPHIC REPRESENTATION

TOP PRIORITY ISSUES
• Community Beautification
  Councilmember Price is committed to bringing back the basics to our neighborhoods – like restoring our streets, cleaning trash and bulky items from alleys, and repairing
damaged sidewalks. He is equally committed to revitalizing local parks and finding new and creative ways to add green space and recreational facilities in the community. To achieve these goals, accordingly your “New Ninth” team has launched a targeted effort to clean up blight and neglected areas. In the first 100 days of this administration, more than 10 tons of trash and bulky items were collected and more than 1 million square feet of graffiti was removed – and that was just the beginning.

Working with city departments, Councilmember Price is ensuring that the Ninth District receives the core services and resources it deserves. The office will consistently advocate for more funding and services to take care of those core services like street repair, alley cleaning and tree trimming that have historically been neglected in our community. The office will also partner regularly with local residents, businesses and non-profit groups to host community cleanup efforts and engage in educational campaigns.

Since taking office, Councilmember Price has launched four new community gardens in the district and more are planned. The Councilman will also support and advance legislation that allows urban agriculture projects to thrive. This is especially important in high need communities with limited access to healthy food choices.

• **Youth Empowerment**

  The Ninth District has a population of 250,000 and a third of those residents are under the age of 18. Youth in the district face difficult challenges. These obstacles have resulted in the community having the highest high school drop-out rates and lowest rates of college completion in the city. Councilmember Price will work to reverse this trend by supporting programs and legislation that help all youth in the “New Ninth” reach their full potential.

  The Council office is building key partnerships with stakeholders in the community to expand the resources and services available to youth and their families. This will include expanding partnerships with the internationally renowned University of Southern California, as with Mt. St. Mary’s College and LA Trade Technical College. The office will also act as a mediator, connecting public and private resources to campuses and local youth. Councilman Price understands that schools are the hubs of our communities, so he will launch and support the opening of health clinics on campuses, as well as the addition of school gardens and other health related programs. Additionally, the office will support bringing enrichment programs after-school and during the summer breaks including Arts related programming and STEM & STEAM programs.

• **Economic Development**

  As a veteran legislator, Curren Price has a positive track record for supporting economic development at the local and state levels. Now on the City Council, he remains focused on continuing L.A.’s financial recovery, helping create new, good paying jobs (in the city and the district) and developing a more business friendly climate. Los Angeles is the nation’s second largest city, with a diverse population and home to some of the nation’s most prestigious higher learning institutions and private sector entities. Yet, the city lags behind other large cities in job creation and has the highest poverty rate of any large city in the country. As Chair of the City Council’s Economic Development Committee, Councilmember Price will work diligently towards removing the bureaucratic red tape that so often stifles economic development. He will
support and implement legislation that positively impacts the local business community while also advancing policies that promote and expand jobs that pay decent wages - especially in underserved communities. Councilmember Price also serves on the recently created Ad-Hoc Committee on Film and Television, which seeks to halt “runaway production” and restore the “Hollywood” brand to its legendary status. The Ninth District is home to major L.A. landmarks including the Convention Center, Exposition Park, the L.A. Coliseum, and LA Live, the region’s premiere entertainment complex. Councilmember Price will focus on leveraging these resources and working with our public and private partners to creatively leverage resources to achieve greater benefits for the neighborhoods that make up the “New Ninth.”

The Councilman is also committed to ensuring that business owners in the district have access to the resources and information they need to be successful. This has prompted him to dedicate staff and resources to a Small Business Resource Center. The Center will make sure that entrepreneurs and business owners are aware of the services and resources available to them and it will also help sponsor targeted workshops for the local business community. The office will also support the creation and expansion of Business Improvement Districts as a strategy to help grow economic development in various commercial corridors.

With dozens of committed non-profit organizations and more than 200 churches in the district. The office will also work with these community based groups to improve the lives of our residents by identifying services available to them and connecting them to available city resources.

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