

# LA2050

Vision for a Successful Los Angeles









# LA2050 believes in **the power of Angelenos** to shape the future of our region.

We aim to ignite the creativity and passion of Angelenos to make LA's story one of hope and progress for all. We are not satisfied with maintaining the status quo, so we - residents, organizations, businesses, stakeholders, and policymakers - must work together to transform Los Angeles into the best place to live, learn, play, create, and connect.

This report, *LA2050: Vision for a Successful Los Angeles*, provides the history, context, recent developments and next steps of this community-guided initiative. This report tracks the transition from **eight indicators** of the quality of life in our region:

- Education
- Income and employment
- Housing
- Health
- Environmental quality
- Public safety
- Social connectedness
- Arts and cultural vitality

To five, broad **aspirational goals** asserting that Los Angeles will be the best place to:

- 1 LEARN
- 2 CREATE
- 3 PLAY
- 4 CONNECT
- 5 LIVE

This report describes the metrics we will track to reach these goals, as well as current data points that identify how far we have to go. The report identifies recent grants made to local partners to make progress toward these goals, and articulates the broad strategy of investments, partnership and activation that, together, enable us to achieve our shared vision for a better Los Angeles by 2050.

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## Introduction

Welcome to the second installation in LA2050's publications – *Vision for a Successful Los Angeles*. The original LA2050 report – *Who We Are. How We Live. Where We're Going*. – was first published in 2012. It established a baseline assessment of the Los Angeles region on eight indicators<sup>1</sup> of human development. That report projected what the future may hold if the region continued along the same path. This document uses recent research to assess the progress that Los Angeles has made in the two years since the original LA2050 report was published.

This report details that shared vision for LA in 2050. It explains how we moved from eight indicators of human development to five broad, aspirational goals. It specifies the quantifiable metrics that LA2050 will use to track progress toward the five goals, and provides a rationale for the measurable targets that the region should aspire to achieve by 2050.

LA2050 deploys financial, human, and social capital to drive progress toward the five goals. LA2050 makes investments of financial capital in the 30+ organizations discussed in this report to make progress on the metrics. Human capital is deployed through partnerships to test more strategies, bring success to scale, and bridge and glue people and solutions together. And, social capital is utilized through community events and digital activations that engage the public, ensure equity, and engage Angelenos through storytelling.



## History

In 2013, LA2050 launched the online, crowdsourced My LA2050 Grants Challenge, using the *Who We Are. How We Live. Where We're Going.* report to guide our grant awards. LA2050 asked individuals and organizations to submit their ideas for programs, projects, and/or initiatives that would help improve Los Angeles' standing along any of the eight original indicators. In response, 279 organizations submitted proposals for a total of \$1 million in funding. More than 70,000 people voted on the submissions, and 10 winning proposals each received \$100,000 to support their idea.<sup>2</sup>

In 2014, 267 Angelenos submitted proposals to the My LA2050 Grants Challenge, which again asked participants to submit their best ideas to make a successful Los Angeles in 2050. But this time, the grants challenge was guided by five community-led goals that served as the framework for grant proposals.

In addition to the two grants challenges, LA2050 continues to connect with Angelenos through multiple channels. LA2050 has both led and supported a series of digital and physical events by itself and with partners. These events solicited feedback on the initial eight indicators and collected residents' visions for a successful LA in 2050. Drawing on suggestions and input from the LA2050 community – including the tens of thousands of Angelenos who participated in the two My LA2050 Grants Challenges – as well as friends, technical and academic advisors, and the hundreds of ideas that organizations and idealists submitted as part of the My LA2050 Grants Challenge, LA2050 spent the last two years crafting a shared vision for our future.

# Our shared vision

While the eight initial indicators provided a helpful framework to conduct a baseline assessment of the LA region, they did not sufficiently inspire the diverse communities and stakeholders who care deeply about LA's future. The indicators also can limit creative, problem-solving processes by looking at complex, multi-dimensional problems from only one vantage point. And, let's face it – eight indicators are just too hard to remember.

The initial round of My LA2050 Grants Challenge proposals in 2013 echoed this sentiment. Many applicants noted that even though they were able to highlight the one indicator where their idea would have the most effect, the proposed intervention often cut across indicators. Community members, experts, and academics also noted that the indicators were interconnected, with education influencing income and employment, and income and employment, in turn, affecting housing. The same can be said for the relationship between environmental quality and health, as well as the nexus between public safety and social connectedness.

Based on this feedback, we turned to the LA2050 community to identify a long-term vision for the Los Angeles region. Overwhelmingly, these visions also spoke to the interconnectedness of the eight indicators included in the original report.

Five broad, aspirational goals were developed to unify the vision. The broad goal statements are public-facing, less wonkish, more accessible goals that (we hope) everyone can get behind. The target metrics provide defined, quantifiable objectives that track progress toward achieving the goals. They are the numbers and statistical information that LA2050 will measure over time to help identify high-leverage investment opportunities and to make sure that the region is heading in the right direction. And, most importantly, they'll be used to hold us accountable.

The goals and target metrics were tested with a multi-disciplinary group of experts, academics, and practitioners through a series of roundtable events. Like the Academic Advisory Committee that was recruited to provide input on the original LA2050 report, the group of 55 individuals who participated in the roundtable events was selected based on their subject matter expertise, their diversity of viewpoints, and their experiences working with a broad range of constituencies in the region.

In addition to the expert roundtable participants, we engaged nearly 30,000 Angelenos through the multi-platform, multi-lingual #LA2050Listens sessions. These events were led by local organizations to solicit feedback on the draft LA2050 goals and to hear how the goals resonated with residents, community leaders, and activists in different parts of the region.<sup>3</sup>



By partnering with community-based organizations, we were able to solicit input from a diverse group of stakeholders, including local youth, low-income families, Native American organizations, and formerly incarcerated individuals. These events engaged Angelenos in several languages, including Tagalog, Spanish, and English. Residents convened to share ideas and insights through a variety of interactive formats, including walk-shops, basket weaving brainstorm sessions, visits to iconic locations, and through interactive radio.

LA2050 interpreted the learnings from the expert roundtable sessions and the recommendations from the #LA2050Listens sessions to contribute to a shared vision for the future of Los Angeles. LA2050 expects the goals and the target metrics to evolve over time. We're committed to ensuring that this is an iterative process that will be responsive and transparent. After all, we can't claim to have a shared vision for the future if that vision can't adapt to reflect new information or to accommodate diverse viewpoints. That being said, these goals represent the culmination of tens of thousands of inputs that LA2050 has received from Angelenos, for Angelenos. Taken as a whole, they are our initial guideposts along the path towards a more successful LA by 2050.

With that, let's introduce the five goals:



## LA is the best place to LEARN

Our region offers opportunities for lifelong learning, allowing all residents to contribute their skills, talents, and abilities to society.

By 2050, all Los Angeles students will have access to affordable, high-quality early education programs; every high school student will graduate and be college- and career-ready; and, all parents will be engaged and empowered to support and direct their children's learning. LA will capitalize on its concentration of higher education facilities to foster new businesses, advance research, and spur innovation.

## LA is the best place to CREATE

Our region empowers its residents to use their creativity by fostering entrepreneurship, cultural diversity, and inclusivity.

By 2050, Los Angeles will host the largest concentration of working artists in the nation and provide support to maintain (and build) its robust collection of arts establishments. It will lead the nation in manufacturing and become an international leader in technology and innovation. Our region will be a center for entrepreneurial activity that creates jobs and generates wealth for a diverse, flexible, and talented workforce. LA's business community will reflect the diversity of our region, enhancing our international business opportunities.

## LA is the best place to PLAY

Our region is a place where people of all ages have easy access to clean, safe, and sustainable public spaces. Everyone should enjoy the natural environment, parks, arts and cultural resources, local beaches, waterways, and open spaces.

By 2050, people of all ages will enjoy safe homes, safe neighborhoods, and safe places to play. Every neighborhood will provide its residents with vibrant parks and open space. Every child will have access to afterschool enrichment programs, and residents will be stakeholders engaged in their neighborhoods.

## LA is the best place to CONNECT

Our region is a place where every resident has the opportunity and tools to engage and interact with other Angelenos, and is empowered to contribute meaningfully to civic life.

By 2050, Los Angeles will be the most civically-engaged region in the U.S., with multiple digital and physical platforms for residents to voice their opinions and influence elected officials, decision-makers, and local government. Our region's voting rates and volunteerism will lead the nation, and an expanded network of transportation options will facilitate the easy flow of people and ideas.

## LA is the healthiest place to LIVE

Our region's residents have the economic resources and cultural capital to lead active, healthy lives, and everyone benefits from a sustainable environment.

By 2050, Los Angeles will have lowest obesity rates of large metropolitan regions and every neighborhood will have access to nutritious, affordable food. Every family will receive quality health care and be able to afford adequate housing. And no families will face environmental health hazards because of where they live or how much money they make.

Photo courtesy of The Unique Space





TARGET METRICS	LEARN							CREATE									
	EARLY ED. ENROLLMENT	COMMUNITY COLLEGE	YOUTH UNEMPLOYMENT	GRADUATION RATES	SUBJECT PROFICIENCY	API SCORE	COLLEGE MATRICULATION	CREATIVE INDUSTRIES	ARTS ESTABLISHMENTS	MANUFACTURING	FED GRANT FUNDING	PATENTS	JOBS PER CAPITA	MBES & WBES	GINI COEFFICIENT	HIGH-GROWTH STARTUPS	VENTURE CAPITAL
EDUCATION	●	●		●	●	●	●				●	●					
INCOME & EMPLOYMENT		●	●				●	●		●	●	●	●	●	●	●	●
HOUSING																	
HEALTH																	
ENVIRONMENTAL QUALITY																	
PUBLIC SAFETY																	
SOCIAL CONNECTEDNESS																	
ARTS & CULTURAL VITALITY								●	●								

The target metrics for each goal are measures of progress. Any particular target metric by itself can't tell the complete story. So, we've combined a variety of statistical information for each goal to provide a fuller picture of how the region is doing. Each goal's target metrics reflect at least two indicators from the original LA2050 report.

When selecting target metrics, LA2050 looked at statistical information that:

- a) contributes to achieving the goal,
- b) can be reliably sourced, and
- c) is regularly updated.

PLAY					CONNECT					LIVE												
OPEN SPACE ACCESS	AFTERSCHOOL	CRIME RATES	CRIME PERCEPTION	SPORT ATTENDANCE	VOLUNTEERISM	VOTING RATES	EMOTIONAL SUPPORT	CULTURE ATTENDANCE	PUBLIC TRANSIT RIDERS	NEIGHBORHOOD COUNCIL	HEALTHY FOOD	HEALTHCARE ACCESS	AIR TOXINS	SELF-SUFFICIENCY	IMPORTED WATER	OBESITY RATE	HOMELESSNESS	WALK/BIKE/TRANSIT	POLLUTED WATERWAYS	MENTAL ILLNESS	HOUSING AFFORDABILITY	
	●																					
								●	●		●	●		●			●					●
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In cases where a metric may speak to the goal language but could not be reliably sourced or was not regularly updated or tracked, we looked at the metric’s potential to be quantified and collected at some point in the future. When the most recent statistical information is unavailable, unreliable, or out-of-date, we consider the statistic a “dream metric.” The LA2050 community provided additional dream metrics during the expert roundtables and the #LA2050Listens sessions. If and when these dream metrics can be applied to the LA region, they will be included as additional target metrics used to track progress along each of the goals.

With that, let’s take a look at the target metrics.

# LA is the best place to LEARN

Our region provides opportunities for lifelong learning, allowing all residents to contribute their skills, talents, and abilities to society.

## TARGET METRICS

1. Percentage of children enrolled in early care and education programs
2. Percentage of community college students completing a certificate, degree, or transfer-related program in six years
3. Youth unemployment and underemployment
4. Graduation rates
5. High school student proficiency in English & Language Arts and Math

## DREAM METRICS

1. Suspension and expulsion rates
2. Truancy rates in elementary and middle schools
3. Students' perceived sense of safety at and on the way to school
4. Students' immersion in Science, Technology, Engineering, and Math content.



# LA is the best place to CREATE

Our region empowers its residents to use their creativity by fostering entrepreneurship, cultural diversity, and inclusivity.

## TARGET METRICS

1. Employment in the creative industries
2. Arts establishments per capita
3. Employment in manufacturing
4. Federal research funding
5. Patents per capita
6. Jobs per capita
7. Minority- and women-owned firms
8. Gini coefficient (a measure of income distribution among households in the economy)<sup>4</sup>
9. Number of high-growth startups
10. Venture capital investment

## DREAM METRICS

1. Measures of cultural and global economic influence (“soft power”)
2. Recruiting and retention rates for local higher education institutions
3. Percentage of graduates from local higher education institutions that remain in LA County five years after graduating
4. Unemployment rates (and opportunities) for the formerly incarcerated

# LA is the best place to PLAY

Our region is a place where people of all ages have easy access to clean, safe, and sustainable public spaces. Everyone should be able to enjoy the natural environment, arts and cultural resources, and local beaches, waterways, and open spaces.

## TARGET METRICS

1. Access to nearby open space and park facilities
2. Number of children enrolled in afterschool programs
3. Per capita crime rates
4. Percentage of residents who feel safe in their neighborhood
5. Attendance at major league sporting events

## DREAM METRICS

1. Residents within one-quarter mile of a park
2. Number of residents with easy access to a “vibrant” park
3. Number of parks with intergenerational play opportunities
4. Number (and quality) of informal spaces for play

# LA is the best place to CONNECT

Our region is a place where every resident has the opportunity and tools to engage and interact with other Angelenos, and is empowered to contribute meaningfully to civic life.

## TARGET METRICS

1. Rates of volunteerism
2. Voting rates by race
3. Overall voting rates
4. Adults getting sufficient social & emotional support
5. Attendance at cultural events
6. Number of public transit riders
7. Participation in neighborhood councils

## DREAM METRICS

1. Government responsiveness to residents' needs
2. Transit-accessible housing and employment (the share of housing units and percentage of jobs that are located within a half-mile of transit)
3. Total number of local social media friends and connections
4. Attendance at public/open streets gatherings
5. Neighborhood racial/ethnic diversity
6. Availability of free Wi-Fi



# LA is the best place to LIVE

Our region's residents have the economic resources and cultural capital to lead active, healthy lives, and everyone benefits from a sustainable environment.

## TARGET METRICS

1. Access to affordable, nutritious food
2. Healthcare access<sup>5</sup>
3. Exposure to air toxins
4. Number of households below the self-sufficiency standard
5. Housing affordability
6. Percentage of imported water
7. Obesity rates
8. Rates of homelessness
9. Walk/bike/transit score
10. Acres and miles of polluted waterways
11. Rates of mental illness

## DREAM METRICS

1. Prevalence of adverse childhood experiences
2. Percentage of communities that are resilient, disaster-prepared
3. Percentage of residents receiving coordinated healthcare services
4. Percentage of tree canopy cover



## Current Status

Each of the target metrics includes a long-term goal statement describing the vision for the community in 2050. And, because you can't set long-term goals without knowing where we stand today, we have collected the statistics describing where LA is today for each of the target metrics.

As we dive into each of the goals and target metrics in more detail, we'll explain the rationale behind the goals, the target metrics, and the long-term targets. We'll define where we stand now so that we can track progress moving forward. And we'll do all of this while keeping in mind that this is an iterative process wherein the goals, metrics, and targets can change as more data becomes available, as needs shift, as new policies are enacted, and as additional feedback is gathered.

Now, let's talk about our shared goal of making LA the best place to learn.

# LA is the best place to LEARN

Our region offers opportunities for lifelong learning, allowing all residents to contribute their skills, talents, and abilities to society.

By 2050, all Los Angeles students will have access to early education programs; every high school student will graduate and be college- and career-ready; and all parents will be engaged and empowered to direct their children’s learning. LA will capitalize on its concentration of higher education facilities to foster new businesses, advance research, and spur innovation.

To measure our progress toward achieving this goal, LA2050 is going to track the following:

1. Percentage of children enrolled in early care and education programs
2. Percentage of community college students completing a certificate, degree, or transfer-related program in six years
3. Youth unemployment and underemployment
4. District-wide graduation rates
5. High school student proficiency in English & Language Arts and Math

TARGET METRICS	LEARN						
	EARLY ED. ENROLLMENT	COMMUNITY COLLEGE	YOUTH UNEMPLOYMENT	GRADUATION RATES	SUBJECT PROFICIENCY	API SCORE	COLLEGE MATRICULATION
EDUCATION	●	●		●	●	●	●
INCOME & EMPLOYMENT		●	●				●
HOUSING							
HEALTH							
ENVIRONMENTAL QUALITY							
PUBLIC SAFETY							
SOCIAL CONNECTEDNESS							
ARTS & CULTURAL VITALITY							

This goal statement’s target metrics relate primarily to the “education” indicator from the original LA2050 report. But, in acknowledgement of the strong relationship between education outcomes and future earnings, the target metrics also include statistics that would be more closely aligned with the “income and employment” indicator from the original LA2050 report. Furthermore, the goal’s dream metrics include statistical information that ties into the “public safety” indicator from [our original report](#).

Because LAUSD enrolls more than 640,000 students and is the second largest school district in the nation, the K-12 education data presented here highlights learning in LAUSD and does not reflect trends in the other school districts in Los Angeles County.

### Children enrolled in early care and education programs

By 2050, in order to make LA the best place to learn, 100 percent of children will attend preschool, licensed child care, or Head Start for at least ten hours a week. This is in line with the County of Los Angeles' **Strategic Plan** for Child Care and Development.<sup>6</sup> Only 21 percent, or 164,000, children under 5 were enrolled in licensed child care in 2013.<sup>7</sup> Access to high-quality care varies widely for the approximately 650,000 children under 5. As of June 2013, there were only enough seats in a licensed center for 2.4 percent of infants and toddlers and 41 percent of preschool-age children. The availability appears to vary depending on location and family income.<sup>8</sup>

### Community college completion rates

In 2013, 53 percent of students enrolled in career technical education completed their programs in six years. For degree and transfer students, 45 percent completed their programs in six years.<sup>9</sup> An important measure of achieving the Learn goal will be when 90 percent of students enrolled in career technical education and 85 percent of degree-seeking or transfer students complete their programs in six years.

This goal statement aligns with a national goal proposed by educational researchers, who aim to increase "the proportion of Americans with high quality college degrees and credentials from 39 percent of the population to 60 percent by 2025,"<sup>10</sup> an increase of 21 percent in roughly a decade. Expecting Los Angeles students to achieve the metric of 90 and 85 percent, respectively, in the next 35 years does not seem unreasonable if the right interventions and investments are in place.

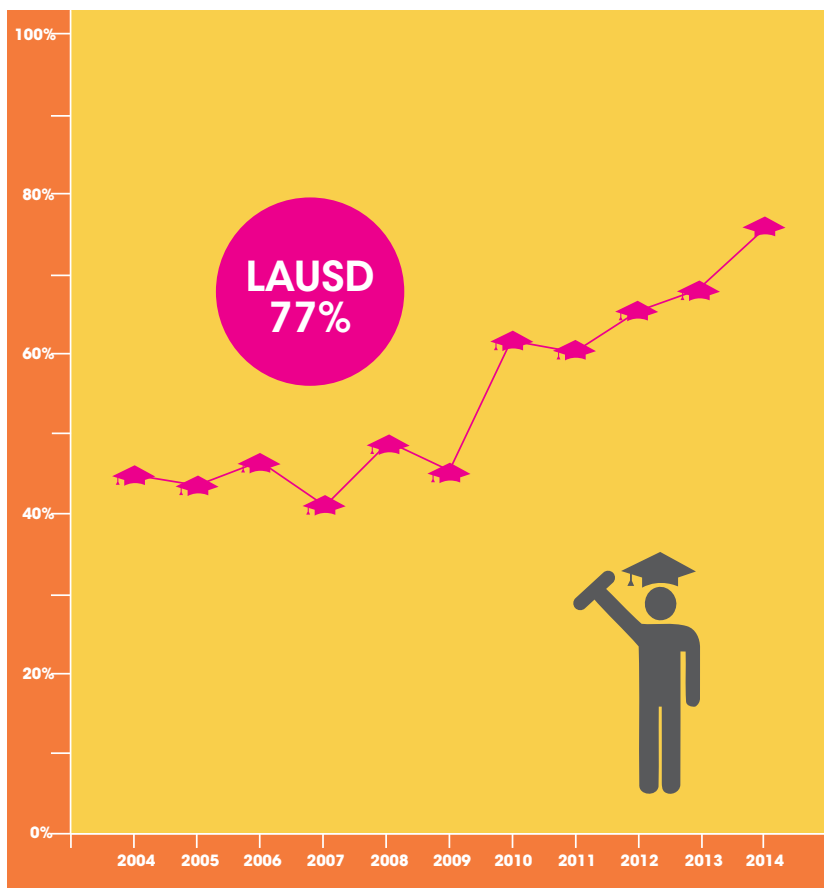
### Youth employment rate

In 2012, the youth (ages 16-24) unemployment rate in Los Angeles County was 28.5 percent, compared to 11 percent for adults in the workforce.<sup>11</sup> By 2050, our goal is that the youth unemployment rate will not exceed 7.5 percent.

This goal aligns with the objective of the 2014 G20 Youth Entrepreneurship Summit. Their focus was on devising a strategy to reduce global youth unemployment

## GRADUATION ANALYSIS

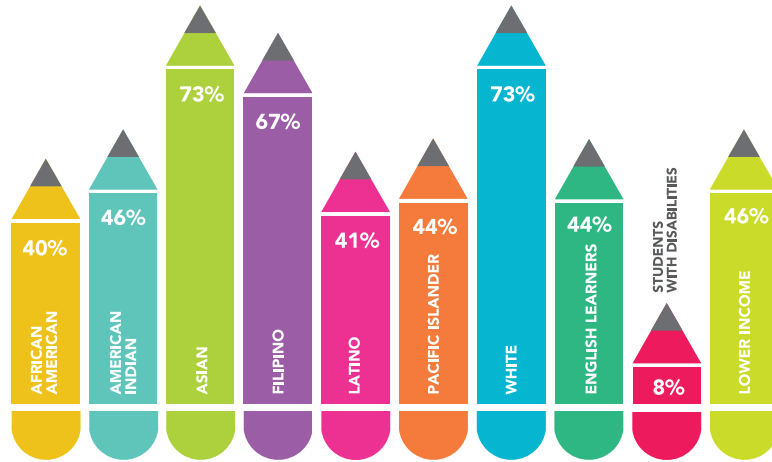
### GRADUATION RATE FOR ALL STUDENTS, CLASS OF 2014





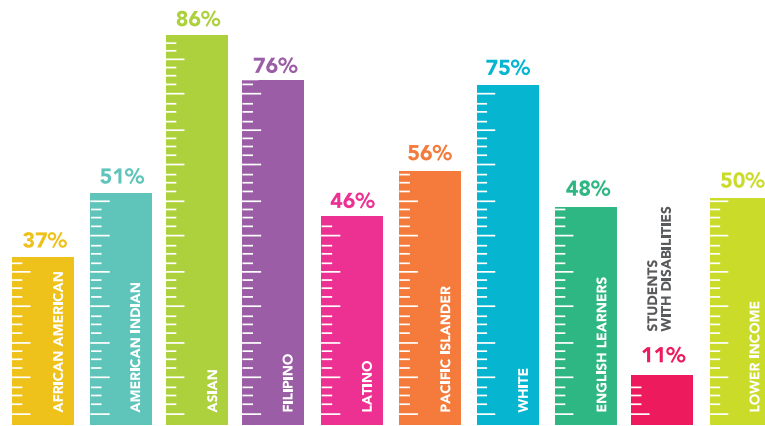
## LAUSD ENGLISH & LANGUAGE ARTS PROFICIENCY BY RACE

In 2013, 46 percent of LAUSD high school students were proficient in English & Language Arts.



## LAUSD MATH PROFICIENCY BY RACE

In 2013, 50 percent of LAUSD high school students were proficient in math.



Los Angeles Unified School District, (2013), "School Report Card '12-'13," Los Angeles

to below 10 percent by 2030 "and install youth entrepreneurship as a solution to unemployment."<sup>12</sup>

### Graduation rates

In Los Angeles Unified School District, 77 percent of students graduated during the 2013-14 school year.<sup>13</sup> By 2050, our shared

goal is that 97 percent of LAUSD students across all demographic and socioeconomic groups will graduate from high school.

In 2013, the national high school graduation rate topped 80 percent, reflecting an increase of almost ten percent over the past decade.<sup>14</sup>

By 2020, the goal is to have a graduation rate of 90 percent nationwide.<sup>15</sup> While LAUSD lags behind the national average, the district is mirroring the national trend of incremental increases in its graduation rates. Because of these improvements, and with continued interventions, a 97 percent graduation rate in 2050 is not out of reach.

### High school student proficiency in English & Language Arts and Math

In 2013, 46 percent of LAUSD high school students were proficient in English & Language Arts; 50 percent were proficient in math.<sup>16</sup> By 2050, our goal is that 95 percent of LAUSD high school students are proficient in English & Language Arts and 95 percent are proficient in math.

These goals are in line with the policies of other local school districts. Long Beach Unified School District has set a target to increase proficiency in English & Language Arts and math by three percent annually.<sup>17</sup> A similar goal for LAUSD would see the district meeting the 95 percent goal for English & Language Arts in roughly two decades. For math, the goal would be accomplished in about 15 years.

### College matriculation rates

In 2008-2009, about 68 percent of high school graduates across Los Angeles County enrolled in postsecondary institutions.<sup>18</sup> By 2050, a key measure of progress will be that 90 percent of all graduates will enroll in postsecondary institutions and complete a college degree.

Nationally, 86 percent of graduates plan on pursuing a postsecondary education after high school, but only 70 percent actually accomplish that goal within a year.<sup>19</sup> The proportion of students nationwide who actually enroll in postsecondary institutions is on par with the figure for students in LA County. By reducing the disparities

in college matriculation rates among the region's diverse ethnic and socioeconomic groups, the college-going rates for LA students can exceed the nationwide figure.



# How LA2050 is helping make LA THE BEST PLACE TO LEARN

LA2050 makes progress toward these metrics by inspiring a combination of government, community, and individual efforts. Over time, we will measure how LA2050 investments, partnerships, and activations increase the pace of progress toward the goals and metrics. Here are several recent LA2050 grantees working to make LA the best place to learn.

## Locke Jetspace

No Right Brain Left Behind and Green Dot Public Schools partnered to convert Locke High School's underutilized library into a space that fosters student creativity and ingenuity. Additionally, through arts, technology, and project-based learning, the new center develops students' critical thinking and collaborative problem solving skills. The Locke Library has been revamped into the Locke JetSpace, a learning environment that better fits the changing needs of the students and community, and sets up both groups to more successfully participate in the larger economy.<sup>20</sup>

## The Incubator School

The Incubator School is building an eighth grade entrepreneurship program and playbook to transfer best practices that enable other schools to adopt this curriculum and prototype. The school is working with middle school students to become entrepreneurs and overcome numerous hurdles, including regulatory constraints. They are developing tools that could be replicated in other schools.

## City Year and Partnership for Los Angeles Schools

Together, these two organizations are deploying City Year corps members, in small teams in the 9th grades at two of Los Angeles' highest-need high schools to work with the students who are failing or at-risk of failing math and English. Partnering with teachers, City Year corps members will provide targeted tutoring, both one-on-one and in small groups, to ensure students are making progress in those subjects. Along with in-class support, corps members will also support whole school initiatives and lead out-of-class activities to expand and optimize learning time before and afterschool.

## Educators 4 Excellence

Educators 4 Excellence (E4E) trains and empowers educators to be leaders through reports, policy analysis, and organizing. E4E advocates elevating student achievement by developing and advocating for teacher-created recommendations that improve the quality of education in Los Angeles.

## Urban Teens Exploring Technology (URBAN TxT)

URBAN TxT's 2013 My LA2050 Grants Challenge application received support from the Annenberg Foundation through a partnership between the Annenberg Foundation and the Goldhirsh Foundation. URBAN TxT creates new learning experiences for teen males across LA. These teens explore their creativity through technology and apply their imagination to improve their communities. The organization hosts a summer programming academy that develops skills for these young men to be leaders in the future economy.<sup>21</sup>





Locke Jetspace  
before (left) and after (right and bottom)  
Photos courtesy of Locke Jetspace.



Is this the school library of the future?



# LA is the best place to CREATE

Our region empowers its residents to use their creativity by fostering entrepreneurship, cultural diversity, and inclusivity.

By 2050, Los Angeles will sustain the largest concentration of working artists in the nation, as well as build and maintain its robust collection of arts establishments. It will lead the nation in manufacturing and become an international leader in technology and innovation. Our region will be the place for entrepreneurial activity that creates jobs and generates wealth for a diverse, flexible, and talented workforce. LA’s business community will reflect the diversity of our region, enhancing international business opportunities.

The target metrics for the goal to make LA the best place to create are:

1. Employment in the creative industries
2. Arts establishments per capita
3. Concentration of manufacturing activity
4. Federal research funding
5. Patents per capita
6. Jobs per capita
7. Minority- and women-owned firms
8. Gini coefficient
9. Number of high growth startups
10. Venture capital investment

TARGET METRICS	CREATE									
	CREATIVE INDUSTRIES	ARTS ESTABLISHMENTS	MANUFACTURING	FED GRANT FUNDING	PATENTS	JOBS PER CAPITA	MBES & WBES	GINI COEFFICIENT	HIGH-GROWTH STARTUPS	VENTURE CAPITAL
EDUCATION										
INCOME & EMPLOYMENT	●		●	●	●	●	●	●	●	●
HOUSING										
HEALTH										
ENVIRONMENTAL QUALITY										
PUBLIC SAFETY										
SOCIAL CONNECTEDNESS										
ARTS & CULTURAL VITALITY	●	●								

The target metrics of this goal incorporate the “education,” “income and employment,” “social connectedness,” and “arts and cultural vitality” indicators from the original LA2050 report. Jobs and job creation are a major focus for this goal, emphasizing the interplay between the “education” and the “income and employment” indicators. “Arts and cultural vitality” is also coupled with “income and employment,” as this goal spotlights the growth of the region’s creative industries. As the region focuses on creating good paying jobs, building a diverse workforce, providing a pipeline of skilled job-seekers, and reducing income inequality, we should see improvements in other indicators of human development, including “housing,” “social connectedness,” and “health.”

Here’s where we are today along each of the ten target metrics as well as where we should be in 2050.



### **Employment in the creative industries**

In 2013, 404,000 people in the Los Angeles region were directly employed in the creative industries (7.3 percent of the workforce), with 726,300 indirect jobs.<sup>22</sup> By 2050, our goal is to have the share of employees employed directly in the creative industries increase to 15 percent of the region's workforce.

LA's creative economy is a diverse and robust piece of the regional economy that includes traditional arts and cultural institutions, venues that support art, as well as the commercial application of art, such as film, fashion, and toy design industries.<sup>23</sup> Based on projections from the Bureau of Labor Statistics, the creative industries will generate seven million new jobs across the country by 2020. Trailing New York

as the nation's number two creative job generating region, Los Angeles is expected to add 188,000 "creative class" jobs between 2012 and 2020.<sup>24</sup> If Los Angeles meets these projections and maintains job growth in this sector, then the region is on track to add more than 800,000 creative industry jobs by 2050.

### **Arts establishments per 100,000 residents**

In 2008, there were 88 arts establishments for every 100,000 residents in LA County.<sup>25</sup> By 2050, our goal is to double the share of arts establishments per 100,000 people in LA County.

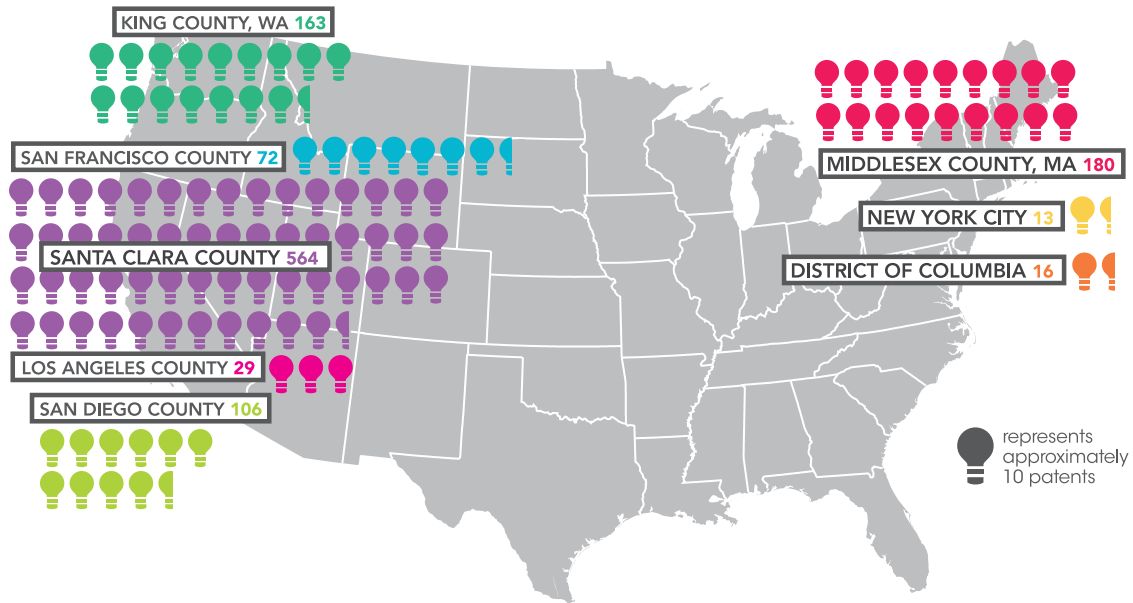
While Los Angeles outpaces many cities in the U.S. in terms of arts establishments per capita, the region could still improve its standing on the global scale.

Increasing the number of arts establishments per capita can help increase participation in the arts and allow Los Angeles to retain its status as world leader in arts and culture. Areas where Los Angeles may want to focus on improvements include easing access to literary culture,<sup>26</sup> increasing the number of art galleries and museums, increasing the number of performing arts theaters,<sup>27</sup> and creating more opportunities for public art.

### **Concentration of manufacturing activity**

In Q2 2013, LA County had 12,542 manufacturing establishments employing 366,414 workers, accounting for 2.9 percent of all firms in the county and nine percent of all workers.<sup>28</sup> By 2050, manufacturing firms in LA County will account for six percent of

## 2011 PATENTS PER 100,000 CAPITA IN MAJOR TECH HUBS



United States Patent and Trademark Office, (2011). "U.S. State Patenting Breakout by Regional Component." Washington, D.C., Patent Technology Monitoring Team. Retrieved from: <[http://www.uspto.gov/web/offices/ac/ido/oeip/taf/countyall/usa\\_county\\_gd.htm](http://www.uspto.gov/web/offices/ac/ido/oeip/taf/countyall/usa_county_gd.htm)>

Population data from the US Census Bureau, (2010).

all establishments countywide, employing 18 percent of the workforce.

Los Angeles continues to maintain its status as the largest manufacturing center in the U.S. However, the manufacturing workforce is shrinking, and employers are finding it more difficult to hire qualified workers.<sup>29</sup> Still, recent federal investments, a regional partnership anchored by educational institutions, and a shift to promoting advanced manufacturing activities in the aerospace industry may lead to an increase in manufacturing activity in the region.<sup>30</sup> If this model of successful advanced manufacturing

supports and attracts the talent pool that served the aerospace industry, then it may translate to other manufacturing sectors, leading to a reversal in the decades-long trend of declining manufacturing in the region.

### Federal research grant funding

In 2007, the Los Angeles region attracted more than \$4 billion in federal research and development (R&D) funding, accounting for 48 percent of the total share of R&D dollars received by California.<sup>31</sup> By 2050, our goal is that the Los Angeles region attracts more than 55 percent of the federal research grant funding allocated to the state.

The Los Angeles region already attracts an outsized share of federal research grant funding in California, and local research institutions are well-positioned to incubate federally-financed technologies.<sup>32</sup> Our long-term goal for the region is to build on this success. Given current trends, the region may examine harnessing funding opportunities related to developing new technology, aerospace and defense, and promoting advancements in manufacturing processes.

### Patents per 100,000 residents

Between 2000 and 2011, LA County originated 28,646 patents, second in the nation to Santa Clara

County, which generated 89,237. In 2011, Los Angeles County generated almost 29 patents per 100,000 inhabitants.<sup>33</sup> By 2050, our goal is that Los Angeles County will generate more than 90 patents per 100,000 inhabitants.

Patents are a rough proxy used to measure an economy's creation and innovation infrastructure. They are used to quantify "innovative performance and technological progress,"<sup>34</sup> where more patents per capita is seen as evidence of a region's ability to generate new ideas and inventions. Between 2011 and 2012, the US experienced a 7.8 percent growth rate in the number of patent filings.<sup>35</sup> Based on the national growth rate, the LA region can expect to more than triple its annual patent generation per 100,000 capita by 2050.

### Jobs per 1,000 residents

In 2011, Los Angeles County had 366 jobs for every 1,000 residents (compared to 423 for the City of Los Angeles, 334 for California, and 361 for the nation).<sup>36</sup> By 2050, our goal is that Los Angeles County will have 600 jobs per 1,000 residents, with the City of Los Angeles playing host to 700 jobs per 1,000 residents.

California's economic forecast projected that LA County would see a 9.3 percent increase in

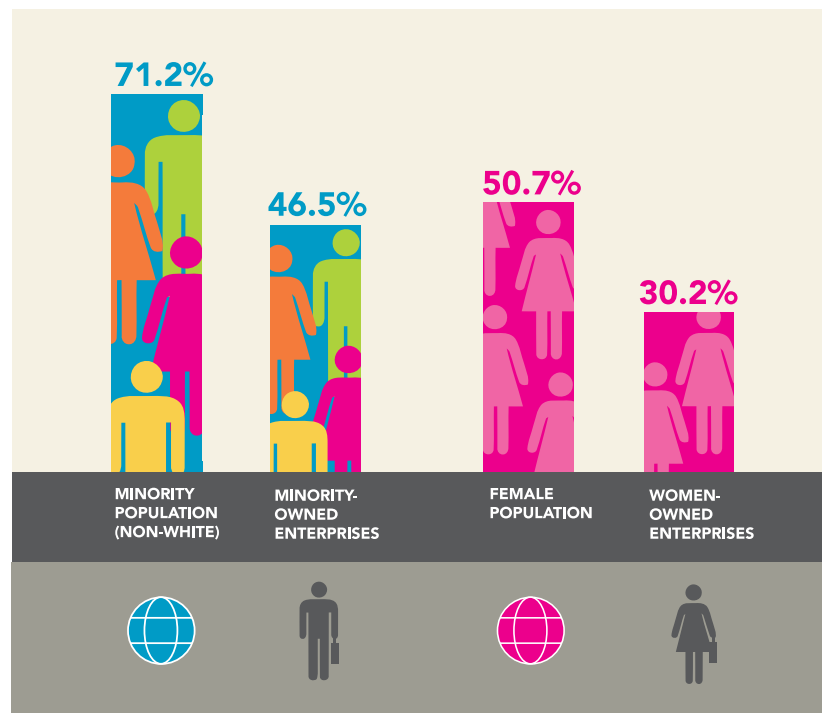
number of jobs between 2012 and 2017.<sup>37</sup> At that pace, the region is set to increase the total number of jobs by more than 65 percent by 2050. Our goal is even more ambitious: to double the number of jobs in LA County during the same timeframe.

### Minority- and women-owned firms

In 2007, 46.5 percent of the firms in Los Angeles County were minority-owned; 30.2 percent of the firms in LA County were women-owned enterprises.<sup>38</sup> By 2050, our goal is that the number of minority- and women-owned enterprises will mirror the region's demographic characteristics.

Los Angeles County already has the most minority-owned firms in the nation, with 466,312 businesses. Between 2002 and 2007, minority-owned firms grew by more than 45 percent, "more than double the 17.9 percent increase for all U.S. businesses." For most ethnic groups, "the gains in the number of women owners were higher than for men." These statistics point to a trend of accelerated growth in minority- and women-owned firms.<sup>39</sup> Our goal is to ensure that the trend allows LA's business community to be reflective of the region's diversity.

## MINORITY- AND WOMEN-OWNED FIRMS



United States Census Bureau (2007). "Statistics for All U.S. Firms by Industry, Gender, Ethnicity, and Race for the U.S., States, Metros, Areas, Counties, and Places: 2007 Survey of Business Owners." Washington, D.C. Retrieved from: <[http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=SBO\\_2007\\_00CSA01&prodType=table](http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=SBO_2007_00CSA01&prodType=table)>

US Census Bureau. (2007). 2007 American Community Survey 1-Year Estimates.



### Gini Coefficient

The United Nations has found that income inequality ultimately affects human development.<sup>40</sup> The Gini coefficient (or index) measures the distribution of income in an economy. An index score of one means that one person controls all income, while a score of zero indicates that everyone makes exactly the same income.<sup>41</sup> While determining an ideal Gini index is difficult, our goal is that the Los Angeles region is no more unequal than the nation as a whole.

Between 2006 and 2010, LA County's Gini index was 0.489, within the top quintile for the nation and above the median county Gini index of 0.430.<sup>42</sup> By 2050, the Gini index for Los Angeles County will not exceed the median county Gini index for the nation.

### Number of high-growth start-ups

In 2014, 136 LA County-based companies were included on the Inc. 5000 list of high-growth startups, accounting for just below three percent of the top 5,000 firms nationwide. While that may not sound impressive, Silicon Valley<sup>43</sup> had just 143 companies on the list.<sup>44</sup> By 2050, our goal is that Los Angeles will nearly double the share of high-growth startups to five percent of the top 5,000 firms nationwide.

While LA County has an almost equal number of high-growth companies when compared to Silicon Valley, it is ranked third "in the global startup ecosystem, behind Tel Aviv and Silicon Valley, which is an index of eight measures including funding, support, growth and trendsetting."<sup>45</sup> About 1,000 startups are located in "Greater LA." Some \$520 million were invested in during the first quarter of 2014. And, the area reported growth in accelerator-incubator and co-working venues of 42.5 percent and 27.8 percent, respectively.<sup>46</sup> In 2013, with more than 368,500 jobs, the high tech sector proved to have a robust presence in LA County.<sup>47</sup> These numbers point to a region that is poised to meet the goal of doubling its share of high-growth startups.

### Venture capital investment

In 2013, the Los Angeles region attracted \$1.7 billion in venture capital, or 5.9 percent of the total share of venture capital dollars in the U.S.<sup>48</sup> By 2050, our goal is to have Los Angeles double the share of venture capital dollars the region collects, capturing about 12 percent of the nationwide total.

Based on historic trends, an increasing share of technology investment dollars is finding its way to Los Angeles and Orange Counties. Total investment in the region went from \$702 million in 1996 to \$1.7 billion in 2013 – a nearly 250 percent increase.<sup>49</sup> If the trend holds, Los Angeles will be well-positioned to realize LA2050's goal of increasing the region's share of venture capital.

## NUMBER OF HIGH-GROWTH START-UPS IN MAJOR TECH HUBS ACROSS THE COUNTRY



# How LA2050 is helping make LA THE BEST PLACE TO CREATE

LA2050 makes progress toward these metrics by inspiring a combination of government, community, and individual efforts. Over time, we will measure how LA2050 investments, partnerships, and activations increase the pace of progress toward the goals and metrics. Here are several recent LA2050 grantees working to make LA the best place to create.

## LA Kitchen

LA Kitchen received resources for its My LA2050 Grants Challenge application from the Annenberg Foundation in a partnership between the Annenberg Foundation and the Goldhirsh Foundation. The LA Kitchen project takes a fresh, multi-generational approach to provide targeted job-training, to address hunger, and to reduce food waste through a series of interventions. The organization's network of volunteers and at-risk individuals uses unwanted and imperfect produce to make meals for local meals-on-wheels programs. Participants also learn life skills, such as community advocacy training, healthcare, and nutrition education. Through this comprehensive program, LA



Kitchen will increase opportunities for volunteerism and improve the economic outlook for LA's vulnerable populations.

## Downtown Women's Center

Downtown Women's Center won a 2014 My LA2050 grant to catalyze action among business leaders by developing business-smart solutions to employ women with long-term homelessness and employment challenges. This will shape how Downtown Women's Center trains participants in the skills most in demand, and ensure that job placement is done in the most effective way, such as providing participants with

specialized training in specific industries.

## Streetcraft LA

Streetcraft LA received a 2014 My LA2050 grant to reduce youth unemployment through a training and youth development program. Streetcraft LA is building the design and production skills of at-risk youth through mentorships to help scale up their creative ventures to generate income.

## Opportunity Fund

Opportunity Fund's micro lending program received funds from the Annenberg Foundation via a partnership between the

Annenberg Foundation and the Goldhirsh Foundation. Opportunity Fund is improving the economic outlook of entrepreneurs from low-income and minority backgrounds in LA. With a vision that all small businesses in Los Angeles have access to the capital and support they need to create jobs and build wealth, Opportunity Fund invests in local entrepreneurs. In 2012, the organization distributed more than 300 business loans to LA County firms, in amounts ranging in size from \$2,500 to \$100,000, all with affordable, fixed-rate interest. By injecting much needed capital into small businesses that may not have access to traditional loans, Opportunity Fund is increasing the potential for small businesses to grow.

### The Unique Space

The Unique Space provides just that for Angelenos – a unique space to work and create. This venue offers a creative, flexible co-working space where new start-ups and entrepreneurs can collaborate and get their ideas off the ground. The space is designed to inspire, allowing innovators to focus on their ideas and businesses, but also providing a network of like-minded startups that may provide valuable insights and support for newer businesses.

### Impact Hub LA

Impact Hub LA is a space for innovators and entrepreneurs

to share ideas, collaborate, and grow their businesses. While the social enterprises that make up Impact Hub LA's membership are rooted in Los Angeles, they are connected to a growing number of Hubs across the globe. One of the several programs at Impact Hub LA is the business accelerator helping high-growth startups succeed in LA with supportive services and counsel. Ten applicants to the 2014 My LA2050 Grants Challenge were awarded Impact Hub LA memberships for one year.

### LA n Sync

LA n Sync, a program of the Annenberg Foundation to attract more federal resources to Los Angeles, embodies the collective action model by bringing together LA stakeholders from the various sectors to jointly pursue major funding opportunities. Through collaboration, LA n Sync enables local agencies and institutions to create more compelling applications for funding by demonstrating an established, connected, and supportive network of local agencies, institutions, and foundations.

In early 2014, LA n Sync demonstrated its dedication to the improvement of Los Angeles when the City of Los Angeles was designated as one of the country's five Promise Zones. LA n Sync played a critical role in the application process via a number

of measures such as by securing community support and providing a grant writer for the joint applications between the City of Los Angeles and the Youth Policy Institute. Making Los Angeles a Promise Zone will have a lasting impact on local youth and the local economy.

### dublab

Resources from the Annenberg Foundation were provided to dublab via a partnership between the Goldhirsh Foundation and the Annenberg Foundation to build an online archive of LA music history, called Sound Share LA, showcasing artists, mixes and photos of regional musicians. The dublab [website](#), entitled Sound Share LA, features artist interviews, live performance archives, DJ mixes, LA-centric films and articles to offer a document of Los Angeles' ever-evolving music landscape.

### One Day On Earth

One Day On Earth received resources from the Annenberg Foundation via a partnership between the Annenberg Foundation and the Goldhirsh Foundation. These funds supported One Day On Earth's Your Day. Your City. Your Future. campaign platform, inspiring urbanites to tell stories that inform a more sustainable future in their cities. People were asked to investigate 10 questions about the future of their city. A trailer of the film is [here](#).





Top: photo courtesy of Streetcraft LA;  
Bottom left: Impact Hub LA; Bottom right: photo courtesy of The Unique Space



# LA is the best place to PLAY

Our region is a place where people of all ages have easy access to clean, safe, and sustainable public spaces to enjoy the natural environment, arts and cultural resources, and local beaches, waterways, parks and open space.

In 2050, people of all ages will enjoy safe homes, safe neighborhoods, and safe places to play. Every neighborhood will provide its residents with vibrant park space, every child will have access to afterschool enrichment programs, and residents will be engaged stakeholders in their neighborhoods.

To follow the region’s progress toward reaching this goal, LA2050 will track:

1. Access to open space and park facilities
2. Number of children enrolled in afterschool programs
3. Per capita crime rates
4. Percentage of residents who feel safe in their neighborhood
5. Attendance at major league sporting events

TARGET METRICS	PLAY				
	OPEN SPACE ACCESS	AFTERSCHOOL	CRIME RATES	CRIME PERCEPTION	SPORT ATTENDANCE
EDUCATION		●			
INCOME & EMPLOYMENT					
HOUSING					
HEALTH	●	●			
ENVIRONMENTAL QUALITY	●				
PUBLIC SAFETY		●	●	●	
SOCIAL CONNECTEDNESS			●	●	●
ARTS & CULTURAL VITALITY					●

For this goal, we drew on the “health,” “education,” “public safety,” and “social connectedness” indicators to create target metrics. Opportunities to participate in active recreation improve health outcomes, while increasing the number of parks and open spaces in park-poor communities affects environmental quality. Afterschool programs, in addition to offering ongoing education opportunities, are also venues for children to engage in physical activity. The increase in social interaction brought about by better access to public parks and open space, and the civic pride associated with local sports teams, have the potential to increase social connectedness. And, the ability to access and enjoy venues for play requires safe schools and neighborhoods, making public safety a central part of this discussion.

Here’s where we are today along each of the seven target metrics as well as where we should be in 2050.

### Access to open space and park facilities

In 2013, slightly more than half of LA residents lived within a half-mile of a park, making it the sixth most park-poor large city in the country.<sup>50</sup> By 2050, our goal is that 95 percent of LA residents will live within a half-mile of a park.

The goal statement is on par with the park and open space statistics for other major cities across the country. In New York City, San Francisco, Chicago, Minneapolis, and Boston more than 90 percent of all residents live within a quarter-mile of a park.<sup>51</sup> Having the overwhelming majority of residents within walking distance of a park or open space facility is

already the norm for many large U.S. cities, and Los Angeles will be no different in 2050. By continuing to use targeted efforts to create community-oriented open spaces in the region's most park-poor neighborhoods, organizations throughout LA are already tackling the disparities in open space allocation.

### Number of children enrolled in afterschool programs

In 2009, 27 percent of children were enrolled in afterschool programs in Los Angeles County, compared to a national average of 15 percent.<sup>52</sup> By 2050, our goal is that 60 percent of LA's children are enrolled in afterschool programs.

There is a large unmet demand for afterschool slots. More than 48 percent of children in the U.S. would participate in afterschool programs if they were available.<sup>53</sup> The 60 percent figure assumes that demand for and support of quality afterschool programs will continue to grow in coming decades.

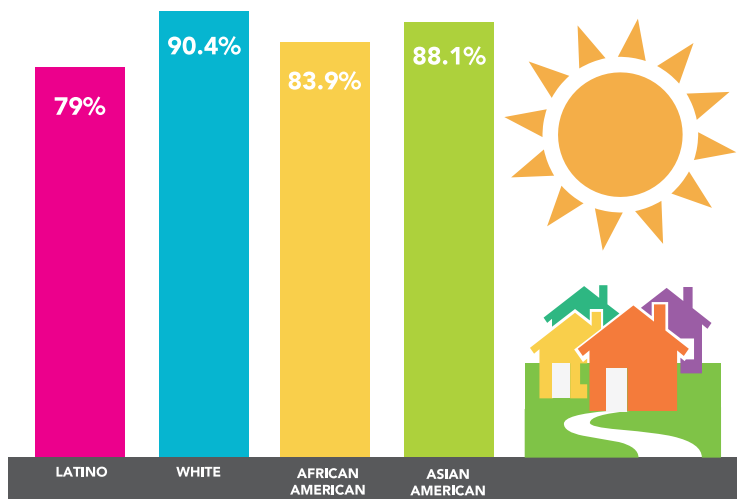
### Percentage of residents who feel safe in their neighborhoods

In 2013, 84.3 percent of LA County residents perceived their neighborhood as safe from crime.<sup>54</sup> By 2050, our goal is that 95 percent of residents across all demographic categories feel safe in their neighborhoods.

While crime statistics have continued to drop precipitously, the perception of crime in the U.S. continues to be at odds with reality.<sup>55</sup> Because of this, altering long-held perceptions of crime may be a more difficult task than simply reducing the crime rate. This has led to seemingly modest targets nationwide. Portland, Oregon, for instance, aims to have at least 75 percent of its residents feel safe in their neighborhood by 2035, amounting to a 15 percent increase in more than two decades.<sup>56</sup> A similar 12 percent increase in Los Angeles is an ambitious goal, since perceptions of crime are closely tied to concept of social connectedness. Perceptions of safety are highest in "communities

## PERCENT OF RESIDENTS WHO FEEL SAFE IN THEIR NEIGHBORHOODS

Current statistics for perception of neighborhood safety by race.



County of Los Angeles Department of Public Health. (2013). "2011 LA County Health Survey - Topics & Data." Los Angeles, Health Assessment Unit. Retrieved from: <<http://publichealth.lacounty.gov/ha/LACHSDDataTopics2011.htm>>

that enjoy neighborliness, social cohesion, social capital, and collective efficacy."<sup>57</sup>

### Per capita crime rates

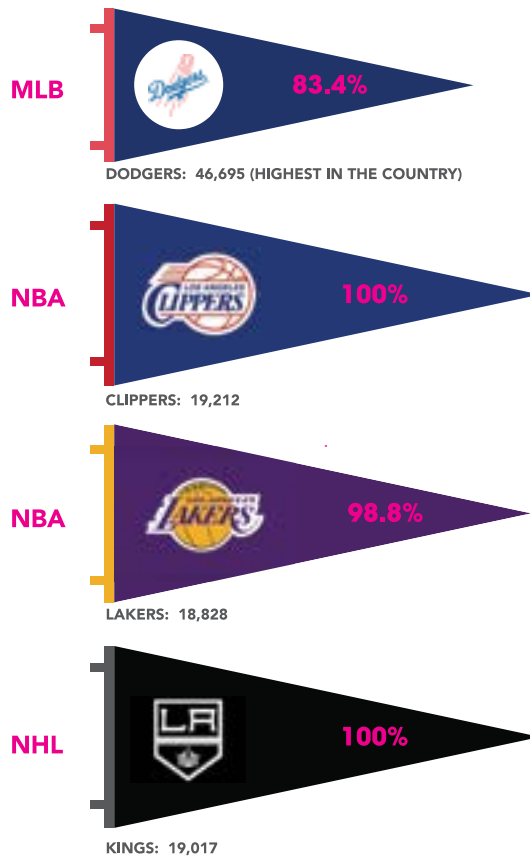
In 2012, the City of Los Angeles reported 3.9 violent crimes per 1,000 inhabitants and 23.9 property crimes per 1,000 residents.<sup>58</sup> By some measures, Los Angeles is "the second safest large city in America."<sup>59</sup> In 2050, our goal is that no neighborhood experiences more than one violent crime per 1,000 inhabitants and no neighborhood reports more than five property crimes per 1,000 residents.

Even with the continuing decline in crime, disparities in crime rates among different neighborhoods in many large cities in the U.S.

have prompted many police departments to develop targeted public safety interventions. Police departments from New York<sup>60</sup> to Chicago<sup>61</sup> have implemented data-driven interventions to address high crime rates in specific areas, most notably in the form of increased foot patrols in high-crime neighborhoods. However, we acknowledge that these crime reduction tactics have their detractors, with some suggesting that increased police presence in high-crime neighborhoods often means that residents are more likely to be victims of racial profiling.<sup>62</sup> That, coupled with a

### AVERAGE ATTENDANCE AT SPORTING EVENTS BY LEAGUE

In 2014, 97 percent of the seats at venues holding major league sporting events were filled (between the Lakers, Clippers, Dodgers, and Kings).



ESPN. (2014). "MLB Attendance Report - 2014." Retrieved from: <<http://espn.go.com/mlb/attendance>>  
 ESPN. (2014). "NBA Attendance Report - 2014." Retrieved from: <[http://espn.go.com/nba/attendance/\\_/year/2014](http://espn.go.com/nba/attendance/_/year/2014)>  
 ESPN. (2014). "NHL Attendance Report - 2014." Retrieved from: <[http://espn.go.com/nhl/attendance/\\_/year/2014](http://espn.go.com/nhl/attendance/_/year/2014)>

mandate to constantly reduce crime rates, provides an incentive for officials to misrepresent crime data.<sup>63</sup> With those cautions, the aggressive targets set for LA reflect the ongoing crime reduction outcomes seen by other large urban areas that have relied on better access to crime data to shift police resources.

### Attendance at major league sporting events

To the extent that local major league teams generate an amount of civic pride<sup>64</sup> and allow

for increased social interaction, maintaining Los Angeles' already high attendance at major league sporting events aligns with the larger goal of making Los Angeles the best place to play.

In 2014, a strong year for local teams, 97 percent of the seats at major league home games of the Lakers, Clippers,<sup>65</sup> Dodgers,<sup>66</sup> and Kings<sup>67</sup> were filled. By 2050, our goal is that no more than five percent of seats at any major league sporting events remain empty.

# How LA2050 is making LA THE BEST PLACE TO PLAY

LA2050 makes progress toward these metrics by inspiring a combination of government, community, and individual efforts. Over time, we will measure how LA2050 investments, partnerships, and activations increase the pace of progress toward the goals and metrics. Here are several recent LA2050 grantees working to make LA the best place to play.

## LA Open Acres (Community Health Councils, 596 Acres, and C-LAB)

Community Health Councils, 596 Acres, and C-LAB won the 2013 My LA2050 Grants Challenge for LA Open Acres, their collaborative project to improve environmental quality for Angelenos. LA Open Acres is taking part in a larger trend in civic innovation by using open data to facilitate change and increase civic engagement. The project is an online database that captures the location of vacant, underutilized land that may be repurposed to create public open spaces in LA's park-poor neighborhoods. The website provides an interactive and user-friendly map displaying the location of each site. The resource provides ownership information, documenting privately-owned and publicly-owned vacant parcels.

## From Lot to Spot

From Lot to Spot, an #LA2050Listens host and Annenberg Foundation grantee via a partnership between the Annenberg Foundation and the Goldhirsh Foundation, creates green and open spaces in low-income and traditionally underserved LA County neighborhoods by converting underutilized plots of land into places for children and adults to play, exercise, and connect. Community engagement is at the crux of From Lot to Spot's approach. Depending on the expressed needs of the community, their projects include a range of interventions, such as small parks, community gardens, walking trails, and neighborhood playgrounds.

The organization is working to make LA a more equitable place by giving residents in underserved communities the opportunity to access play spaces. In From Lot to Spot's first five years, more than 10 acres of blighted land have been transformed into community assets that bring people together, promote healthy lifestyles, and improve the environment. Additionally, From Lot to Spot has planted more than 100 trees in some of the region's most park-poor communities.<sup>68</sup>





**LA River Revitalization Corporation**

As a 2013 My LA2050 Grants Challenge participant, the LA River Revitalization Corporation is dedicated to redefining the relationship Angelenos have with the Los Angeles River. This

nonprofit is spearheading several built environment projects along the river, including improvements to the area surrounding the future La Kretz Crossing, initiatives in tandem with the Cornfield Arroyo Specific Plan, and Greenway 2020. Greenway 2020 is a vision to build

out the bicycle-pedestrian pathway along the entirety of the 51-mile long LA River.<sup>69</sup> The LA River Revitalization Corporation works closely with local communities to develop the vision for the river's future and the built environment surrounding it.



Photo by John McCoy, courtesy of Grand Park



### Grand Park

What was once a parking lot in the heart of downtown has been transformed into Grand Park, a partner of LA2050. The park is a vibrant urban space for Angelenos of all ages to enjoy. This 12 acre open green area is a dynamic community asset where concerts, group workouts, and community events take place. When there isn't an event occurring, workers, residents, and visitors congregate on the large grassy area, play in the water features, dine outdoors, or exercise. Grand Park's popularity as an event destination speaks to the area's unmet need for large, public gathering spaces.

### Enrich LA

Enrich LA is using its 2014 My LA2050 grant to build 11 edible school gardens with the Garden Ranger Program at 11 schools across LAUSD to offer about 5500 Los Angeles youth in park-poor communities access to green, outdoor spaces, and healthy, active education.

### Pershing Square

A 2014 My LA2050 Grants Challenge winner, the Pershing Square Park Advisory Board is constructing two playgrounds in Pershing Square, thereby introducing a safe, clean, public gathering space for recreation and relaxation in Downtown LA. Some of the concrete walls that block visibility of the park from

the street will be demolished and replaced with smaller fencing and drought resistant landscaping. The playground equipment selected will promote healthy lifestyles, encourage skill-building, and create unique outdoor experiences.

### Communities In Schools

Through a partnership between the Annenberg Foundation and the Goldhirsh Foundation, Communities In Schools received a grant to expand its GAMES FOR PEACE series of basketball, handball, softball and football events with LA City Department of Recreation & Parks, Los Angeles Police Department, other law enforcement agencies and elected officials to ensure ongoing community safety in the San Fernando Valley.



Carson Gore Elementary School Garden Fall 2014, courtesy of Enrich LA

# LA is the best place to CONNECT

Our region is a place where each resident has the opportunity to engage and interact with other Angelenos and is empowered to contribute meaningfully in civic processes.

In 2050, Los Angeles will be the most civically-engaged region in the U.S., with multiple digital and physical platforms for residents to voice their opinions and influence elected officials, decision-makers, and local government. Our region’s voting rates and volunteerism will lead the nation, and an expanded network of transportation options will facilitate the easy flow of people and ideas.

As we work toward achieving this goal, LA2050 will track the region’s progress using the following target metrics:

1. Rates of volunteerism
2. Voting rates by race
3. Overall voting rates
4. Adults getting sufficient social & emotional support
5. Attendance at cultural events
6. Number of public transit riders
7. Participation in neighborhood councils

TARGET METRICS	CONNECT					
	VOLUNTEERISM	VOTING RATES	EMOTIONAL SUPPORT	CULTURE ATTENDANCE	PUBLIC TRANSIT RIDERS	NEIGHBORHOOD COUNCIL
EDUCATION						
INCOME & EMPLOYMENT				●	●	
HOUSING						
HEALTH			●			
ENVIRONMENTAL QUALITY					●	
PUBLIC SAFETY						
SOCIAL CONNECTEDNESS	●	●	●	●		●
ARTS & CULTURAL VITALITY				●		

This goal’s target metrics relate to the “social connectedness,” “health,” “arts and cultural vitality,” and “education,” indicators in the original LA2050 report. Connected communities contain support networks that increase social interaction, reduce the perception of crime, and increase civic engagement. One attribute that is highly correlated with social connectedness is educational attainment. Levels of trust, voting rates, and formal volunteerism rates, in particular, go up significantly for individuals who are high school or college graduates. As public transit options improve, residents from different parts of the county will be better able to connect physically, which could also increase attendance and participation in civic and cultural events.

Here’s where we are today along each of the seven target metrics, as well as where we should be in 2050.

### Rates of volunteerism

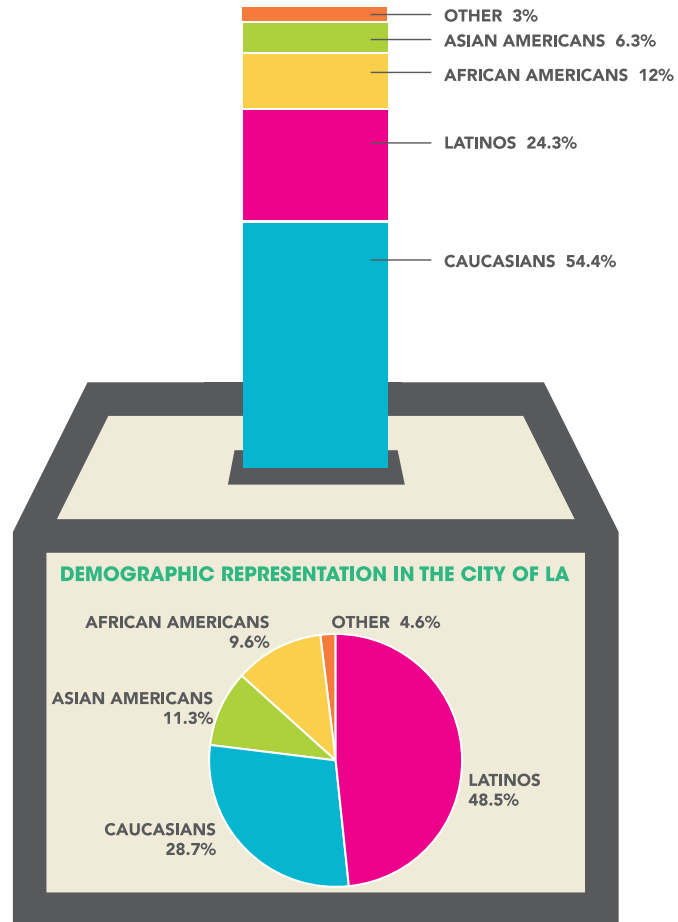
In 2012, nearly 22 percent of Los Angeles-area residents formally volunteered at least once annually, leaving the region 45th among the 51 largest metropolitan areas in the nation.<sup>70</sup> By 2050, our goal is that 65 percent of residents in the region will volunteer formally at least once annually.

While these statistics do not capture informal volunteerism (i.e., donating time, skills or expertise to friends, family, or other social groups without using an organization as an intermediary), LA2050's goal is to increase both formal and informal volunteerism. Emphasizing the effect that education can have on formal volunteerism rates, our 65 percent volunteerism goal is more closely aligned with the high volunteerism rates seen in mid-sized college towns like Provo, Utah (64 percent).<sup>71</sup> If Los Angeles achieves this goal, it will likely be one of the few diverse urban regions in the U.S. where formal volunteerism rates surpass 50 percent.

### Voting rates by race

In Los Angeles' 2013 mayoral election, only 23 percent of eligible voters participated. The voting rates by race were 24.3 percent for Latinos (who comprise 48.5 percent of the population), 54.4 percent for Caucasians (28.7 percent of the population), 12 percent for African-

## LA CITY VOTER PARTICIPATION BY RACE



Guerra, F.J., Gilbert, B., Machado, B.L., and Solis, H., (2013), "Los Angeles Votes" Election Exit Poll Series, Los Angeles, Loyola Marymount University, Thomas and Dorothy Leavay Center for the Study of Los Angeles, Retrieved from: <<http://studyla.org/rwp-content/uploads/2013/05/LA-Votes-for-Mayor-Report.pdf>>

Americans (9.6 percent of the population), 6.3 percent for Asians (11.3 percent of the population), and three percent for Other (4.6 percent of the population).<sup>72</sup> By 2050, our goal is for the voting population to reflect the diversity of the region.

This goal to diversify electoral participation aligns with the James Irvine Foundation's vision for the state of California. The foundation has made it a priority

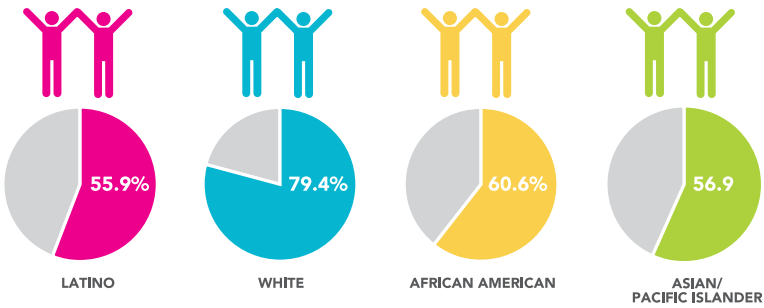
to support organizations that improve and increase outreach to underrepresented populations.<sup>73</sup> LA2050 will facilitate and track progress to meet this target.

### Voting rates

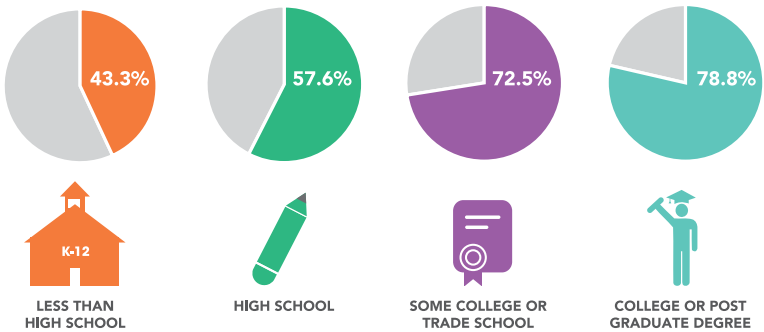
In the March 2015 City of Los Angeles primary election, fewer than nine percent of registered voters cast ballots. In 2011, of those polled in a national survey, 49 percent of Angelenos reported never voting in local elections, 23



## ADULTS RECEIVING SUFFICIENT SOCIAL AND EMOTIONAL SUPPORT BY RACE



## ADULTS RECEIVING SUFFICIENT SOCIAL AND EMOTIONAL SUPPORT BY EDUCATION



percent voted often, 20 percent voted sometimes, and eight percent voted rarely.<sup>74</sup> By 2050, our goal is that 75 percent of Angelenos report voting often in local elections.

In the U.S., voter turnout in national elections is about 67 percent.<sup>75</sup> One of the key factors for local election turnout is timing elections to coincide with national contests, which will be soon addressed by two ballot measures recently adopted by LA voters.<sup>76</sup> Alongside the Presidential election in November 2012, 52 percent

of registered voters in the county voted. Just six months later, Los Angeles' mayoral election saw only 23 percent of voters show up at the polls.<sup>77</sup>

### Adults getting sufficient social & emotional support

By 2050, our goal is that 95 percent of LA County adults across all demographic groups receive sufficient social and emotional support. In 2011, 64 percent of LA County adults reported receiving sufficient social and emotional support.<sup>78</sup>

Relevant literature shows that social support "is exceptionally important for maintaining good physical and mental health." Furthermore, "rich social networks may reduce the rate at which individuals engage in risky behaviors," improve self-esteem, and increase adherence to healthcare regimens.<sup>79</sup> Increasing social and emotional support will foster community-wide resilience.

### Attendance at cultural events

In 2011, 41 percent of households engaged with at least one arts and cultural institution.<sup>80</sup> By 2050, our goal is that 80 percent of households will participate in the arts by engaging with at least one arts and cultural institution.

Among 21 international cities widely recognized as arts and cultural centers, between eight and 77 percent of each city's populace attended local museums and galleries. The highest reported figures were Amsterdam (77 percent of residents attended), Montréal (64 percent), and London (54 percent).<sup>81</sup> Achieving our goal would place Los Angeles among the world's top cities for engaging the public in arts and culture.

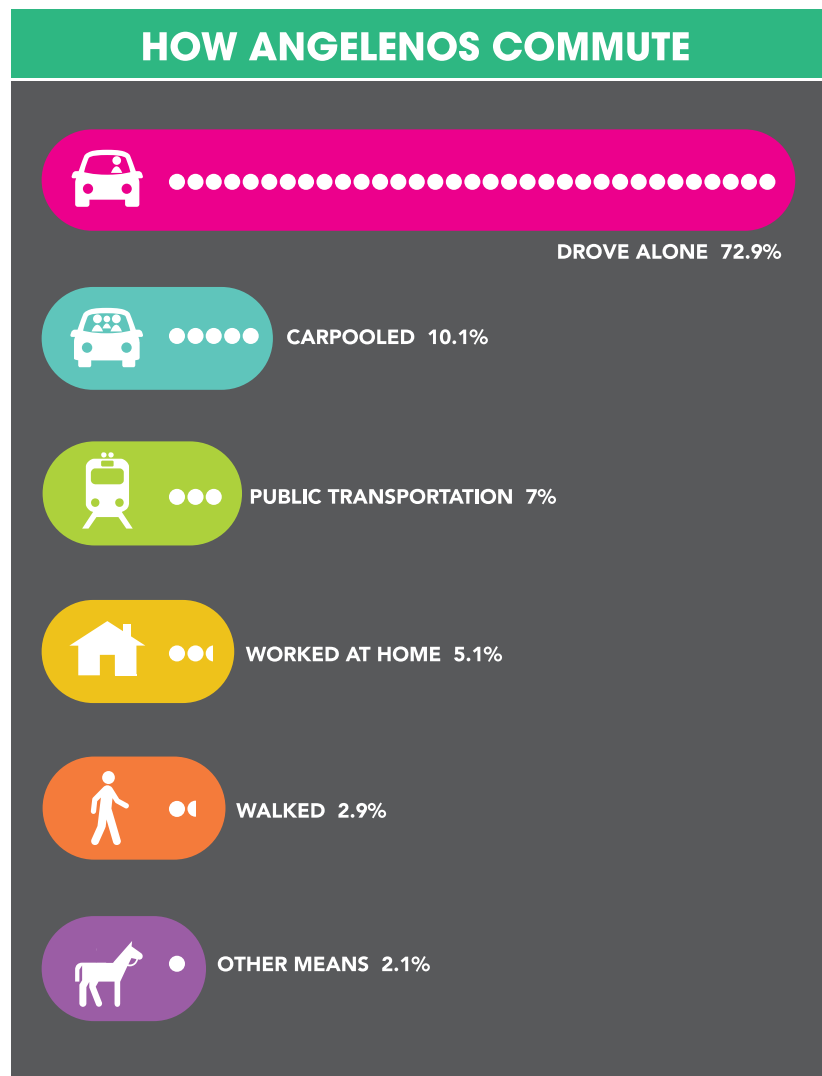
### Number of public transit riders

In 2012, the share of commuters countywide who took public transit was about seven percent.<sup>82</sup> By 2050, our goal is that the percent of commuters taking public transit will increase to more than 35 percent.

Nationally, the share of transit ridership has been growing incrementally, with ridership up about 37 percent since 1995.<sup>83</sup> Our goal for Los Angeles County would increase the share of transit riders in the county by more than 25 percent. Seattle was able to see a similarly steep 12 percent increase in the span of a decade, moving its transit ridership share from 29 percent up to 41 percent.<sup>84</sup> With LA County's long-term investment in transit infrastructure and a statewide mandate to reduce greenhouse gas emissions from transportation sources, increasing the share of transit riders to more than 35 percent countywide is ambitious, but not improbable.

### Participation in Neighborhood Councils

Neighborhood Councils were established in the City of Los Angeles charter to provide residents and stakeholders a critical role and voice in local government. In 2014, 25,000 ballots were cast in elections for 95 Neighborhood Councils. While this was a 10 percent improvement



United States Census Bureau, (2012), "Means of Transportation to Work," 2012 American Community Survey 1-Year Estimates, Washington, D.C, Retrieved from: <[http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_12\\_1YR\\_B08301&prodType=table](http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_12_1YR_B08301&prodType=table)>

over 2012, participation represents a tiny fraction – less than two percent - of eligible residents and stakeholders.<sup>85</sup> By 2050, our goal is that the share of residents that vote in neighborhood elections increases to 10 percent.

In large cities nationwide, the average rate of participation in local meetings is almost nine percent, while the number of residents who say they are

“active” in their neighborhood is 8.6 percent. Salt Lake City (22.9 percent), New Orleans (17 percent), and Washington, D.C. (13.3 percent) report the highest number of residents who say they are active in their neighborhoods. A 10 percent participation rate in Neighborhood Council elections would put Los Angeles in the top quartile of large American cities for residents’ neighborhood involvement.<sup>86</sup>

# How LA2050 is making LA THE BEST PLACE TO CONNECT

LA2050 makes progress toward these metrics by inspiring a combination of government, community, and individual efforts. Over time, we will measure how LA2050 investments, partnerships, and activations increase the pace of progress toward the goals and metrics. Here are several recent LA2050 grantees working to make LA the best place to connect.

## 826LA

826LA is working toward its vision for the future of Los Angeles by offering intergenerational learning opportunities. 826LA provides students ages six to 18 with one-on-one creative writing support using a variety of techniques, including after-school instruction, evening and weekend workshops, and in-school tutoring. The programs rely on a corps of more than 3,000 volunteers to serve as mentors and tutors for the students.

With their 2013 My LA2050 grant, 826LA set the goal to recruit and train at least 1,000 volunteer mentors who could fulfill the organization's core mission of providing tutoring services to local youth. The project is intended to

create a ripple effect, in which new volunteers will share their experiences and inspire others to donate their time. In early 2014, 826LA announced that it had brought more than 1,300 volunteers on board thanks to the LA2050 grant and the efforts of their staff and volunteers.<sup>87</sup>

## CicLAvia

CicLAvia won a My LA2050 grant to support opening up the streets of LA to non-motorized traffic. The event limits car access along a network of select corridors, freeing up lanes for Angelenos to use as open and lively public spaces to walk, bike, rollerblade, skate, play games, or relax. These periodic events attract residents from across the region to participate in a unique, collective experience.

CicLAvia changes the way Angelenos see their region and highlights possibilities for communities to use existing public rights-of-way differently. The event highlights the greater need for more public parks, plazas, and community gathering spaces. CicLAvia also encourages residents to get active by walking or biking free of charge.



Photo by Rebecca Cabage, courtesy of CicLAvia



### MOVE LA

Move LA is organizing residents across Los Angeles County to support more transportation choices in order to create prosperous, equitable, healthy and

socially-connected neighborhoods. Among the multiple advocacy strategies to increase transportation investments, Move LA is implementing a digital media platform and strategy to engage a

wide variety of younger residents and to inform more Angelenos about long-term transportation financing strategies. Move LA is combining its 2014 My LA2050 resources with a grant from the Roy and Patricia Disney Family Foundation, arranged through a partnership similar to the Annenberg Foundation-Goldhirsh Foundation partnership described earlier.

### Special Olympics World Games 2015

This My LA2050 Grants Challenge 2014 winner is using its grant to support 7,000 athletes from 177 countries will take the global stage in LA in July 2015 to show incredible courage, unwavering determination, and sheer joy. This celebrates the abilities of the intellectually disabled population by connecting 30,000 volunteers to foster acceptance of all people. LA's world games committee will utilize a cutting-edge engagement model and database tools to transfer volunteers to Special Olympics Southern California for ongoing participation.



# LA is the healthiest place to LIVE

Our region’s residents have the economic means and cultural capital to lead active, healthy lives, and everyone benefits from a sustainable environment.

In 2050, Los Angeles will have the nation’s lowest obesity rates, and every neighborhood will have access to healthy, affordable food. Every family will be able to afford quality health care and housing. And no families will face environmental health hazards because of where they live or how much money they make.

To track progress toward achieving this goal, LA2050 will use the following target metrics:

1. Access to healthy food
2. Healthcare access<sup>88</sup>
3. Exposure to air toxins
4. Number of households below the self-sufficiency standard
5. Housing affordability
6. Percentage of imported water
7. Obesity rates
8. Rates of homelessness
9. Walk/bike/transit score
10. Acres and miles of polluted waterways
11. Rates of mental illness

TARGET METRICS	LIVE										
	HEALTHY FOOD	HEALTHCARE ACCESS	AIR TOXINS	SELF-SUFFICIENCY	IMPORTED WATER	OBESITY RATE	HOMELESSNESS	WALK/BIKE/TRANSIT	POLLUTED WATERWAYS	MENTAL ILLNESS	HOUSING AFFORDABILITY
EDUCATION											
INCOME & EMPLOYMENT	●	●		●			●				●
HOUSING				●			●				●
HEALTH	●	●	●	●		●	●		●	●	●
ENVIRONMENTAL QUALITY			●		●			●	●		
PUBLIC SAFETY											
SOCIAL CONNECTEDNESS							●			●	
ARTS & CULTURAL VITALITY											

This goal’s target metrics closely align with the “income and employment,” “health,” “environmental quality,” “public safety,” and “social connectedness” indicators. Reductions in air and water pollution improve environmental quality and are also linked to improving health outcomes for all residents. Similarly, income, wealth, and educational attainment “also have profound health effects.”<sup>89</sup>

Income, in particular, is a major determinant of health. People “with higher incomes have more opportunities to live in safe and healthy homes, good communities, and near high quality schools. They are also generally better able to purchase healthy foods and afford time for physical activity.” For low-income families and individuals, the picture is starker. These households “are more likely to live in substandard housing, or in unsafe communities. Their communities may lack grocery stores that sell fresh fruits and vegetables or lack access to outdoor recreational facilities where they can exercise.” These factors may explain the correlation “between poverty, stress and health behaviors,” wherein low-income individuals are “more likely to engage in risky health behaviors . . . and experience greater levels of stress than more affluent individuals.”<sup>90</sup>

With that, here’s a snapshot of where we are today along, each of the 11 target metrics, as well as where we should be in 2050.

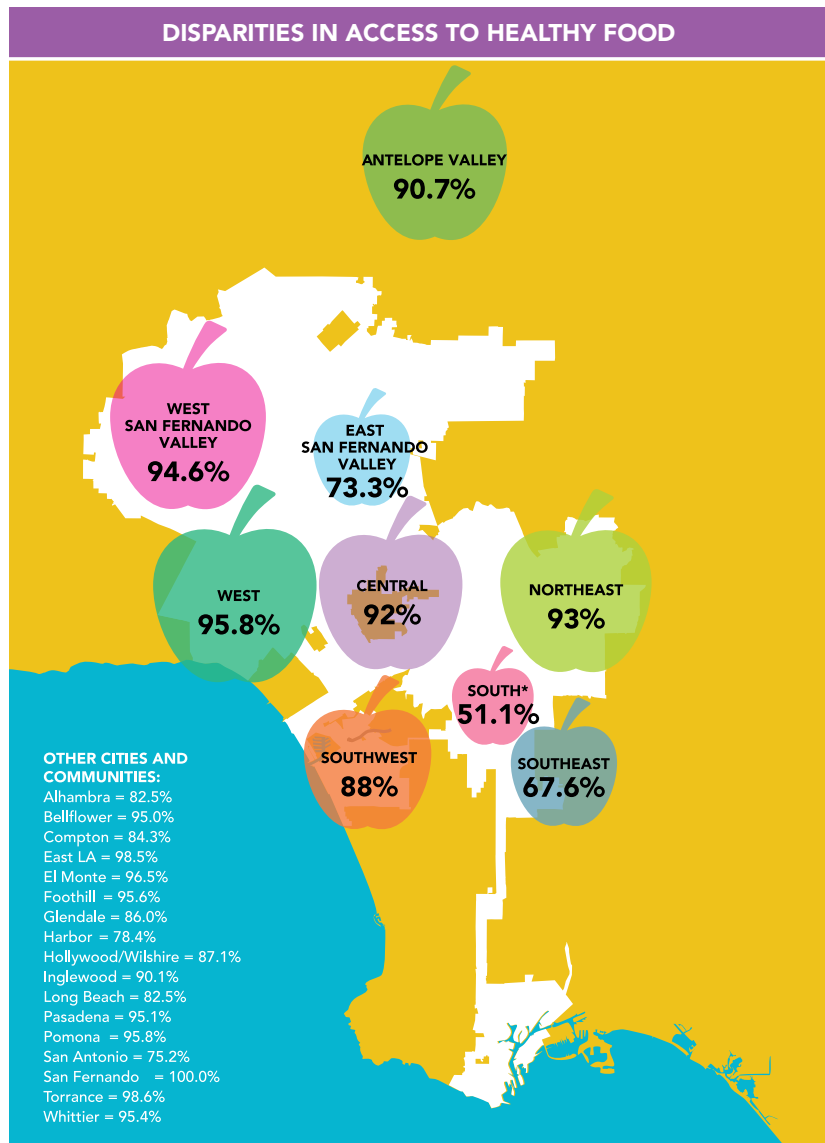
### Access to healthy food

In 2011, 90 percent of LA County adults reported that accessing fresh produce was somewhat or very easy. However, that number varies depending on where you live. In South LA, only 51 percent of residents report somewhat or easy access to fresh produce. Similarly, 68 percent of Southeast LA County residents report easy access to produce. That compares to the 95 and 96 percent figures report by residents in the West San Fernando Valley and West LA, respectively.<sup>91</sup> By 2050, our goal is that 100 percent of residents in every neighborhood have very easy access to affordable fresh produce.

### Healthcare access

In 2011, 30 percent could not afford to see a dentist; 16 percent of Los Angeles County residents could not afford to see a doctor for a health problem; 15 percent could not afford prescription medication, and six percent could not afford mental health care.<sup>92</sup> By 2050, our goal is that 100 percent of LA residents have access to affordable healthcare services.

The federal government has established the goal that all Americans have access to low-cost health insurance through the Affordable Care Act.<sup>93</sup> As healthcare reform continues to be implemented and as enrollment in Covered California grows, Los



The estimate is statistically unstable (relative standard error >23%) and therefore may not be appropriate to use for planning or policy purposes. © Angeles County Department of Public Health – 2011 County Health Survey.

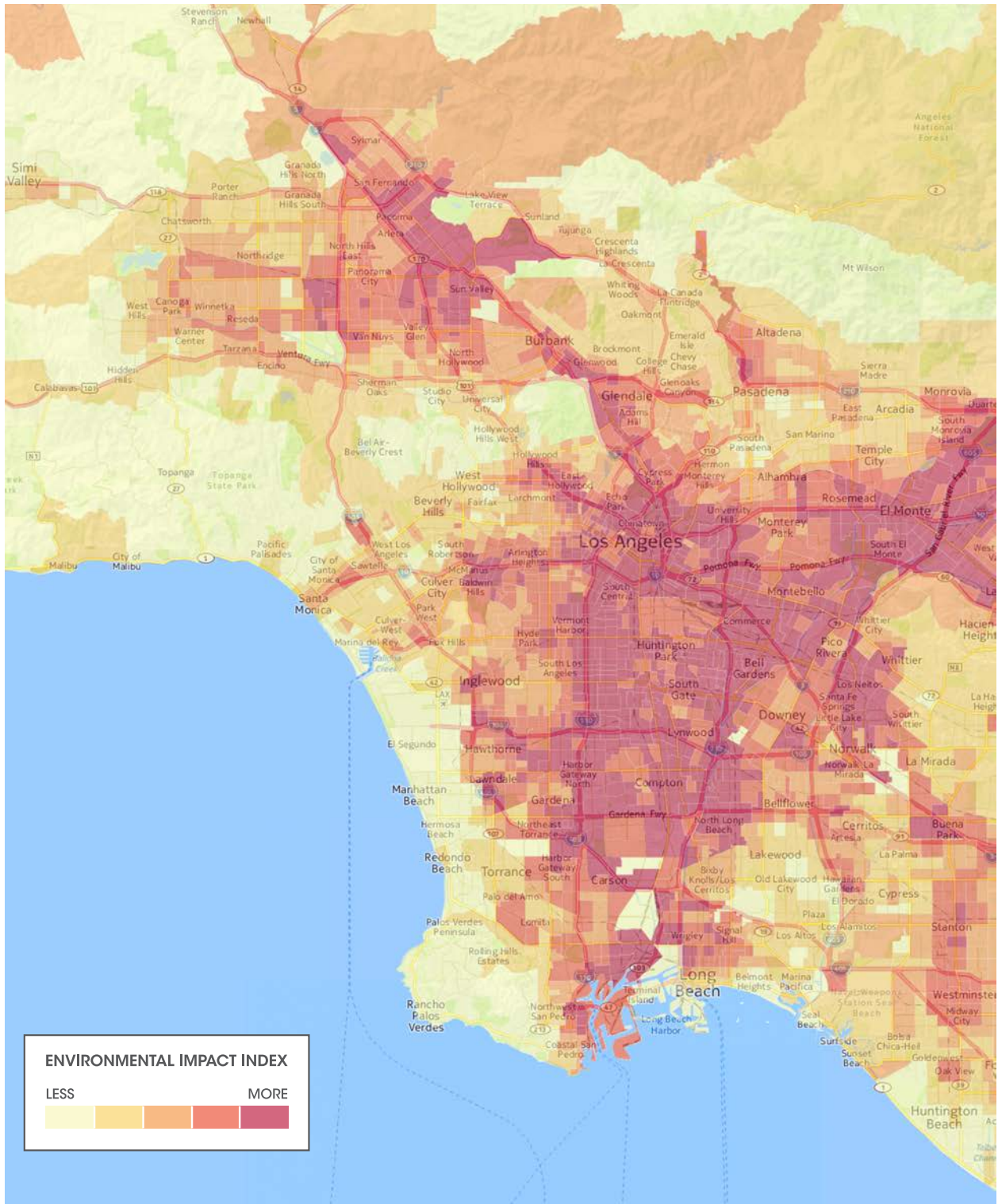
Angeles County is on track to see near universal insurance coverage by 2050.

### Exposure to air toxins

In 2014, 44 percent of the state’s most heavily polluted (96-100th percentile) census tracts were located in Los Angeles County.<sup>94</sup> By 2050, our goal is that no more than ten percent of the state’s most

heavily polluted census tracts will be located in Los Angeles County. This objective is linked to addressing the disparities in toxic exposure that are most often borne by low-income communities of color. This is in line with the Environmental Protection Agency’s policies.<sup>95</sup> Their aim is to ensure that no “segment of the population, regardless of

# EXPOSURE TO AIR TOXINS



California Office of Environmental Health Hazard Assessment

race, color, national origin, or income... suffers disproportionately from adverse human health or environmental effects, and all people live in clean, healthy, and sustainable communities.”<sup>96</sup> In line with this goal, LA2050’s target metric significantly reduces the share of census tracts in Los Angeles County that qualify as California’s “most polluted.”

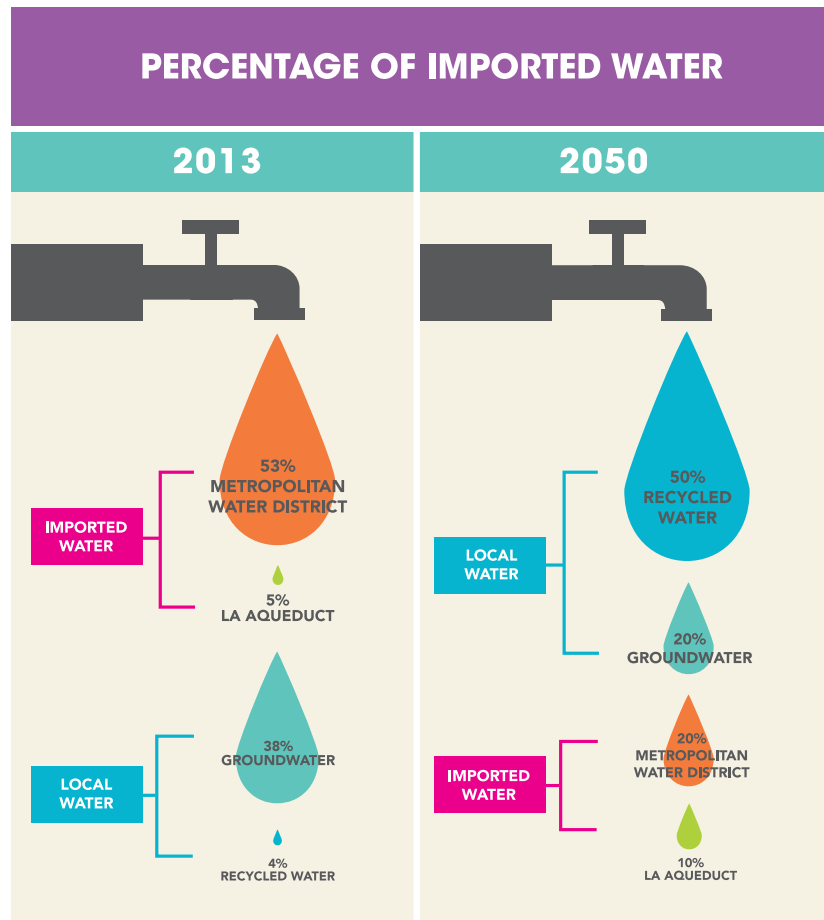
### Number of households below the self-sufficiency standard

In 2014, nearly 1.1 million households – 45 percent - in Los Angeles County were below the self-sufficiency standard, which is a budget-based measure of the real cost of living.<sup>97</sup> California’s self-sufficiency standard has been used as a tool to gauge poverty and measure outcomes for numerous state agencies.<sup>98</sup> By using this dynamic method of evaluating income in the context of real household expenses, the self-sufficiency standard adapts the poverty level to local communities and provides a more accurate snapshot of hardship and resiliency.

By 2050, our goal is that no more than five percent of households countywide live below the self-sufficiency standard.

### Percentage of imported water

In 2013, Los Angeles County residents imported 58 percent of our water, with five percent



<http://ioes.ucla.edu/perch/resources/files/report-card-2015-2.pdf>

from the LA aqueduct, 38 percent from local groundwater, and four percent from recycled water.<sup>99</sup> By 2050, our goal is that 50 percent of the LA’s water demand is met by recycled water, 20 percent from local groundwater, ten percent from the LA Aqueduct, and 20 percent from MWD.

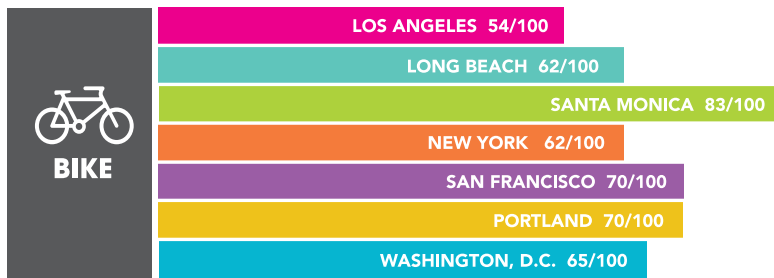
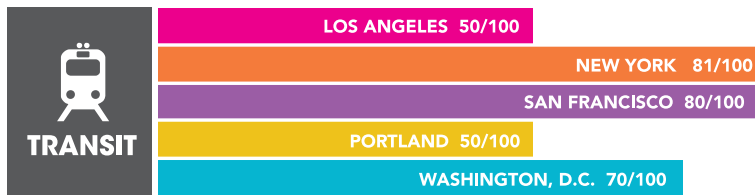
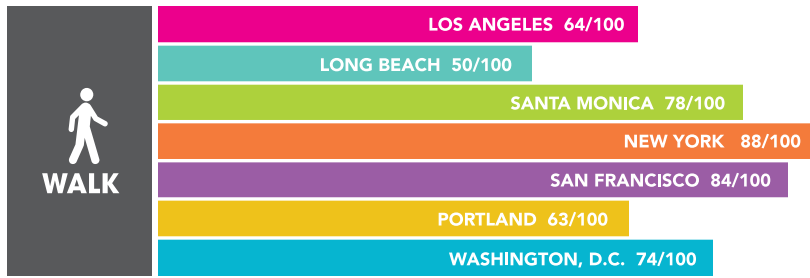
Reducing our reliance on imported water has been a long-standing goal for cities in Southern California. In the face of a persistent drought, economic degradation<sup>100</sup> caused by exporting water, and the threat of a major earthquake

disrupting the flow of imported water, becoming less reliant on imported water is critical goal for all Southern California residents.

Santa Monica, which currently imports 30 percent of its water, has set the goal to depend on local supplies by 2020.<sup>101</sup> In addition, “water agencies serving Santa Monica, Camarillo, Ventura County, Long Beach, and Los Angeles plan to cut their water imports by more than 40 billion gallons a year, enough to meet the annual household demands of 1.1 million people.”<sup>102</sup> LA2050’s



# WALK/BIKE/TRANSIT SCORES



Walk Score, (2014), "Cities & Neighborhoods" Seattle, Retrieved from: <<http://www.walkscore.com/cities-and-neighborhoods/>>

goal of sourcing 70 percent of Los Angeles’ water locally is in line with these policy objectives.

## Obesity rates

In 2011, 24 percent of adults and 23 percent of children in Los Angeles County were obese.<sup>103</sup> By 2050, our goal is that fewer than eight percent of children and fewer than eight percent of adults will be obese.

In 2010, the federal government set a goal to reduce the national

obesity rate from 16 percent to five percent.<sup>104</sup> Policymakers at the state, county, cities and school districts have adopted similar targets. Achieving this significant reduction in obesity rates requires a combination of individual and environmental changes to make healthier eating the easiest choice, particularly for young children. The LA2050 goal is in line with the national goal, and a countywide obesity rate of eight percent by 2050 would be on par with the lowest obesity rates in the

developed world.<sup>105</sup> Numerous intermediary indicators, such as reduced sweetened beverage consumption and increased frequency of physical activity, will help measure progress.

## Rates of homelessness

In 2015, the number of homeless individuals in Los Angeles County was 41,474, compared to 35,524 in 2013.<sup>106</sup> By 2050, our goal is to have fewer than 1,000 homeless individuals in LA.

In the last four years, the Home For Good Funders Collaborative, led by the Conrad Hilton Foundation and United Way of Greater Los Angeles, has jointly invested more than \$438 million in public resources and private philanthropy in permanent solutions to homelessness in Los Angeles County.<sup>107</sup> This coordinated strategy, in addition to other impactful work underway, makes us optimistic that we can reach our goal.

## Housing affordability

Putting a roof over one’s head often consumes the largest portion of a family’s income. Housing is at the “top of the hierarchy of human material needs . . . and is central to people’s ability to meet basic needs.”<sup>108</sup> Unaffordable housing leads to overcrowding, substandard safety and homelessness. These

conditions and associated anxiety adversely impact health status, students' opportunity to excel, and neighborhood cohesion.

Using the standard that housing is affordable if the rent or mortgage requires less than 30 percent of a household's income,<sup>109</sup> many Angelenos have difficulty finding housing within their means. Once again, low-income households have the hardest time locating suitably priced homes. 75 percent of low-income homeowners and more than 90 percent of low-income renters currently spend more than 30 percent of their income on housing.

#### **Walk/bike/transit score**

In 2014, LA's walk score was 64/100; the transit score was 50/100; and the bike score was 54/100.<sup>110</sup> By 2050, our goal is that LA's walk score, on average will be 90/100; the transit score will be 75/100; and the bike score will be 75/100.

Walk, transit, and bike scores are indicators of how easy it is to travel in a metropolitan area by transit, bike, or on foot. The areas with the highest walk scores are generally large U.S. cities with a high proportion of trips made on foot. New York and San Francisco, with walk scores of 88 and 84, respectively, both report that about ten percent of commuters walk to work. Similarly, the bike-

friendly cities of Portland and San Francisco, both with bike scores of 70, report that about six percent (Portland) and four percent (San Francisco) of workers travel to their jobs by bike. Transit-rich New York and Washington, D.C. both report high transit ridership – with more than half of New Yorkers and nearly 40 percent of D.C. denizens traveling to work by transit. Those cities report transit scores of 81 and 70 respectively.<sup>111 112</sup> We have set average walk, transit, and bicycle goals for Los Angeles that rival (or best) the walk, bike, and transit scores of the nation's most pedestrian-, cyclist-, and transit-friendly cities.

#### **Acres and miles of polluted waterways**

In 2010, 170,830 acres and 825 miles of waterways in the Los Angeles region were considered impaired.<sup>113</sup> By 2050, our goal is that fewer than 10,000 acres and 50 miles of waterways in the Los Angeles region are considered impaired.

One of the U.S. Environmental Protection Agency's long-term goals is "to restore and maintain the chemical, physical, and biological integrity of the Nation's waters" in accordance with the Clean Water Act.<sup>114</sup> Our goal to reduce the prevalence of polluted waterways in the region by more than 90 percent. This is in keeping

with federal targets for full compliance with the Clean Water Act.

#### **Rates of mental illness**

In 2009, it was estimated that 4.5 percent of adults in Los Angeles County had a serious mental illness, compared to the statewide average of 4.3 percent.<sup>115</sup> By 2050, our goal is that fewer than three percent of adults in Los Angeles County has a serious mental illness.

While the incidence of serious mental illness in LA County is on par with the international community,<sup>116</sup> the region is not doing as well as other large counties in California, including Orange, Alameda, San Francisco, Ventura, and Santa Clara counties. Each of those regions all report serious mental illness rates below four percent.<sup>117</sup> If the LA2050 target is achieved, Los Angeles County will report one of the lowest serious mental illness rates in the state.

# How LA2050 is making LA THE HEALTHIEST PLACE TO LIVE

**LA2050 makes progress toward these metrics by inspiring a combination of government, community, and individual efforts. Over time, we will measure how LA2050 investments, partnerships, and activations increase the pace of progress toward the goals and metrics. Here are several recent LA2050 grantees working to make LA the healthiest place to live.**

## **Market Makeovers: NextGen leaders**

Public Matters, through its Market Makeovers initiative, used its 2013 My LA2050 grant to help East LA and Boyle Heights residents by using strategies aimed at increasing both the supply and the demand for affordable, healthy food options. On the supply-side, Market Makeovers converted traditionally unhealthy corner stores into small neighborhood markets that sell convenient, affordable, healthy, and fresh foods. The NextGen program is intended to address the demand-side of the equation, creating a market for the revamped corner stores. NextGen is training young adults to be leaders, ambassadors, and educators to build support among local residents for fresh produce.<sup>118</sup>

## **Trust for Public Land**

In 2014, Trust for Public Land won a My LA2050 Grants Challenge award for the Avalon Green Alley Demonstration Project. This public-private partnership creates a new community green space by transforming a polluted, unsafe, and underutilized alleyway in South Los Angeles into a walkable, bikeable, safe, green alley featuring innovative stormwater best management practices. The project will take place on a 12,000-square-foot public right-of-way “T-alley,” comprised of two sections located on a 37-acre block in a dense and severely economically disadvantaged neighborhood in South Los Angeles. The project will serve as a demonstration project—as the first in a series of alleys—for the planned Avalon Green Alley Network, which aims to retrofit nearly a mile of alleys in a neighborhood in southeast Los Angeles.

## **UCLA Grand Challenges**

My LA2050 2014 Grant Challenge winner UCLA Grand Challenges’ Hotter LA project unites dozens of UCLA’s most prominent scientists and scholars with key public and private stakeholders around a common goal: full sustainability

in the LA region by 2050. UCLA Grand Challenges will produce a plan detailing new technologies and efficiencies required to obtain all energy and water from local and renewable sources in a way that is economical, socially equitable, and supportive of the LA region’s unique biodiversity. UCLA Grand Challenges will map out the required actions to modernize energy, water, and transportation systems; enhance the built and natural environment; define new policy and legal frameworks; and heighten social responsibility, thereby transforming the urban fabric and mitigating the effects of climate change.

## **Climate Resolve**

In partnership with the Roy and Patricia Disney Family Foundation, Climate Resolve’s 2013 My LA2050 proposal was funded to galvanize Los Angeles to become better prepared, safer, and more prosperous in the face of a changing climate. Climate Resolve released new studies on how the climate will change in Los Angeles by 2050, held two community climate meet-ups to initiate action on climate solutions, and installed a cool roof on low-income apartments to demonstrate a proven solution.





Photo by John McCoy, courtesy of Grand Park

### Young Invincibles

Through a partnership between the Annenberg Foundation and the Goldhirsh Foundation, resources were awarded to Young Invincibles to support their 2013 My LA2050 Grants Challenge submission to ensure that a greater number of young adults obtain health coverage and services and that they voice their health care needs through peer-to-peer networks and mobile tools.

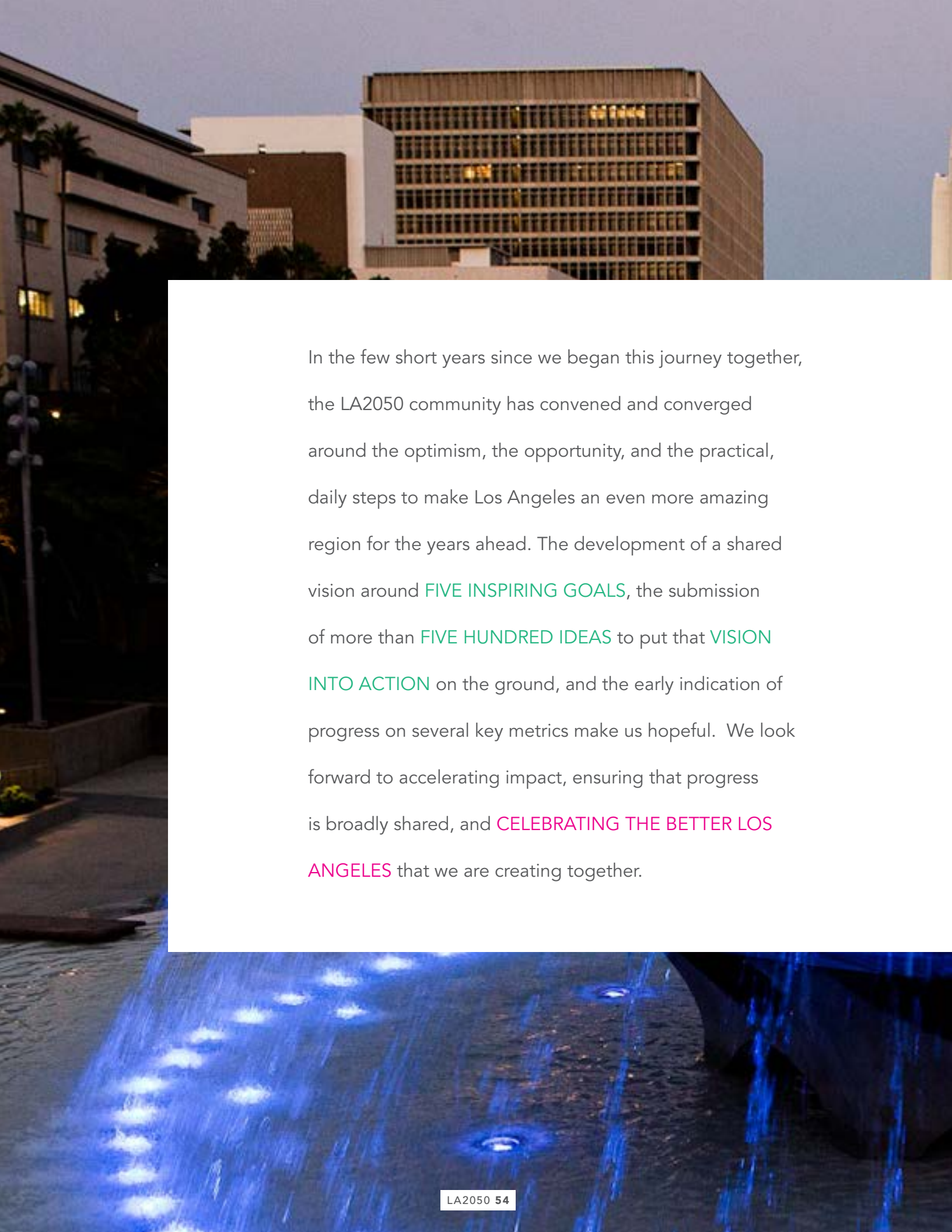
### LAANE and Isidore Recycling

Los Angeles Alliance for a New Economy and Isidore Recycling received resources via a partnership between the Annenberg Foundation and the Goldhirsh Foundation to develop the framework to create green jobs in a zero waste economy. This partnership focused on the city of Los Angeles's new garbage hauling ordinance, with an emphasis on policies to ensure e-waste is locally and safely handled and reused.

### Skid Row Housing Trust

Skid Row Housing Trust received funds in 2013 from the Annenberg Foundation, in partnership with the Goldhirsh Foundation, to create a neighborhood development plan. The Trust developed this plan through community engagement and research with current residents and design sessions with national leaders in community development and design.





In the few short years since we began this journey together, the LA2050 community has convened and converged around the optimism, the opportunity, and the practical, daily steps to make Los Angeles an even more amazing region for the years ahead. The development of a shared vision around **FIVE INSPIRING GOALS**, the submission of more than **FIVE HUNDRED IDEAS** to put that **VISION INTO ACTION** on the ground, and the early indication of progress on several key metrics make us hopeful. We look forward to accelerating impact, ensuring that progress is broadly shared, and **CELEBRATING THE BETTER LOS ANGELES** that we are creating together.



**WHAT'S NEXT?** We will continue to update reports, convene compelling live and digital conversations, and challenge Angelenos to propose bold strategies for the next My LA2050 Grants Challenge. We also look forward to sharing dozens of inspiring events, impactful job opportunities, fresh data, and activations to inspire all of us to **SHAPE OUR FUTURE**. We can meet and exceed our shared goals. We believe that together, we will build the **LA2050 OF OUR DREAMS**.

Come join us.

Photo by Mario de Lopez, courtesy of Grand Park

# Endnotes

<sup>1</sup> The eight indicators used in the original report were: (1) education, (2) income and employment, (3) housing, (4) health, (5) environmental quality, (6) public safety, (7) social connectedness, and (8) arts and cultural vitality. From: Goldhirsh Foundation, (2011). *Los Angeles 2050: Who We Are. How We Live. Where We're Going*. Los Angeles, LA2050: 4.

<sup>2</sup> Goldhirsh Foundation, (2014). *Unleashing the Potential of Los Angeles: Submissions, Trends, and Impact from the My LA2050 Grants Challenge*. Los Angeles, LA2050: 2.

<sup>3</sup> Goldhirsh Foundation, (2014). "LA2050 Shaping the Future of Los Angeles." Los Angeles, LA2050. Retrieved from: <<http://www.la2050.org>>

<sup>4</sup> The Gini coefficient (or index) "measures the extent to which the distribution of income or consumption expenditure among individuals or households within an economy deviates from a perfectly equal distribution. A Lorenz curve plots the cumulative percentages of total income received against the cumulative number of recipients, starting with the poorest individual or household. The Gini index measures the area between the Lorenz curve and a hypothetical line of absolute equality, expressed as a percentage of the maximum area under the line. Thus a Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality."

From: The World Bank, (2014). "GINI Index." International Bank for Reconstruction and Development, International Development Association. Retrieved from: <<http://data.worldbank.org/indicator/SI.POV.GINI>>

<sup>5</sup> "Healthcare access" refers to the percent of County residents who could afford to see a doctor, dentist, or mental health care provider to address healthcare, dental, and mental health problems, respectively. This measure also includes the percent of LA County residents who cannot afford prescription medication.

<sup>6</sup> [http://www.ceo.lacounty.gov/ccp/pdf/CCPC/CCPC\\_Strategic%20Plan%20for%202013-2018\\_5Aug13.pdf](http://www.ceo.lacounty.gov/ccp/pdf/CCPC/CCPC_Strategic%20Plan%20for%202013-2018_5Aug13.pdf)

<sup>7</sup> [http://www.healthycity.org/c/chart/geo/county/zt/06037/report\\_geo//yk/20150330103240579#/report/\[\[32242,0,\[\],1,0\]\]/rank/\[0,0,0,0,1,0\]/yk/20150330103240579](http://www.healthycity.org/c/chart/geo/county/zt/06037/report_geo//yk/20150330103240579#/report/[[32242,0,[],1,0]]/rank/[0,0,0,0,1,0]/yk/20150330103240579)

<sup>8</sup> [http://www.first5la.org/postfiles/files/ECE%20Landscape%20Overview\\_single%20pg.pdf](http://www.first5la.org/postfiles/files/ECE%20Landscape%20Overview_single%20pg.pdf)

<sup>9</sup> California Community Colleges Chancellor's Office, (2014). "Student Success Scorecard." Sacramento. Retrieved from: <<http://scorecard.cccco.edu/scorecard.aspx>>

<sup>10</sup> Phillips, B. C., and Horowitz, J.E. (eds.), (2014). "The College Completion Agenda: Practical Approaches for Reaching the Big Goal." *New Directions for Community Colleges* (164). Retrieved from: <<http://www.wiley.com/WileyCDA/WileyTitle/productCd-1118862163,subjectCd-ED20.html>>

<sup>11</sup> United States Census Bureau, (2012). "Employment Status, 2012 American Community Survey 1-Year Estimates." Washington, D.C. Retrieved from: <[http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_12\\_1YR\\_S2301&prodType=table](http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_12_1YR_S2301&prodType=table)>

<sup>12</sup> G20 Young Entrepreneurs' Alliance, (2014). "G20 Young Entrepreneurs' Summit." Retrieved from: <<http://www.g20yea.com/en/summit/>>

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