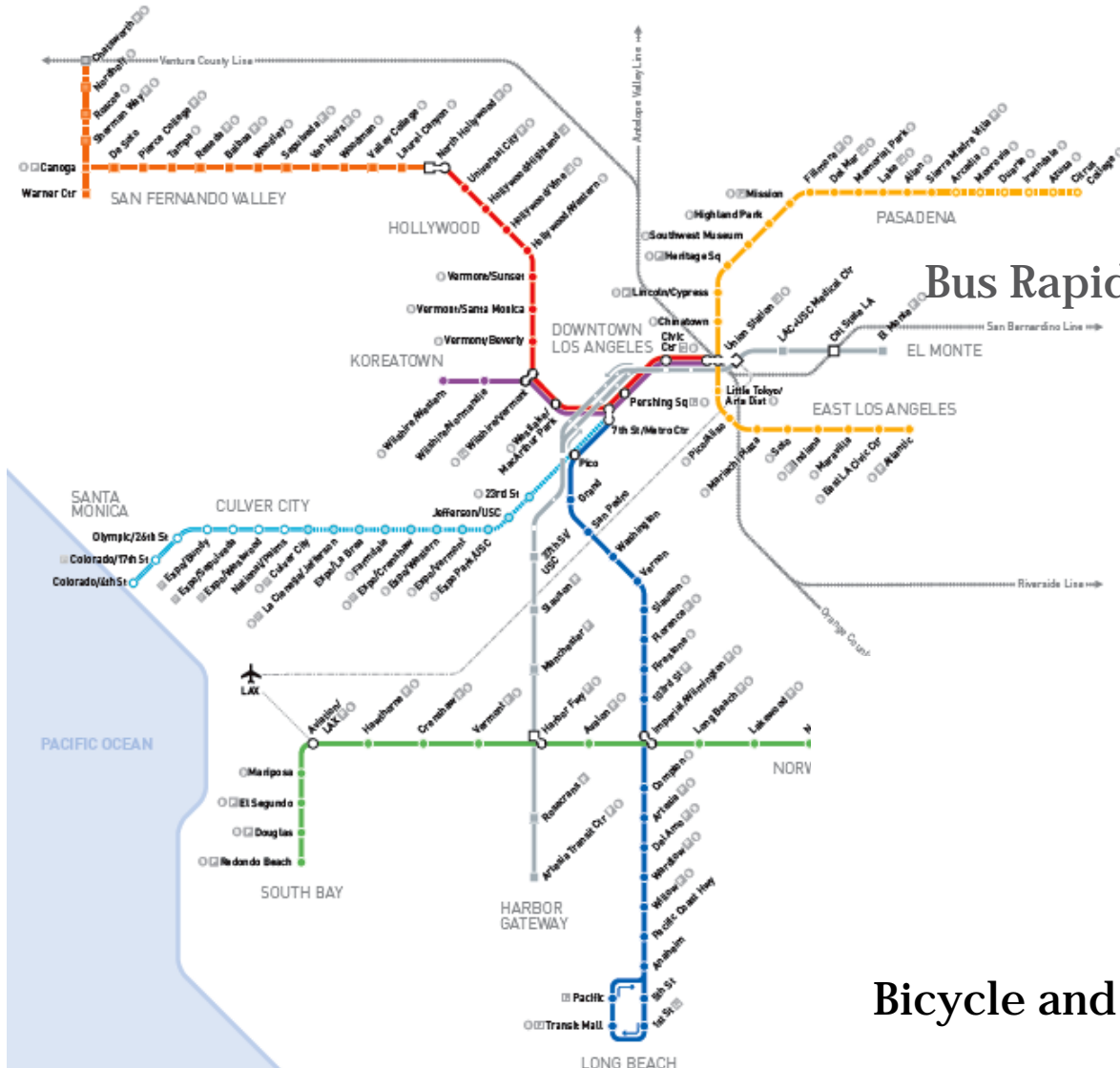


# TOD Model: Campaigns for Equitable TOD in South and East Los Angeles



# Measure R – More Bus Stops and Rail Stations



Bus Rapid Transit

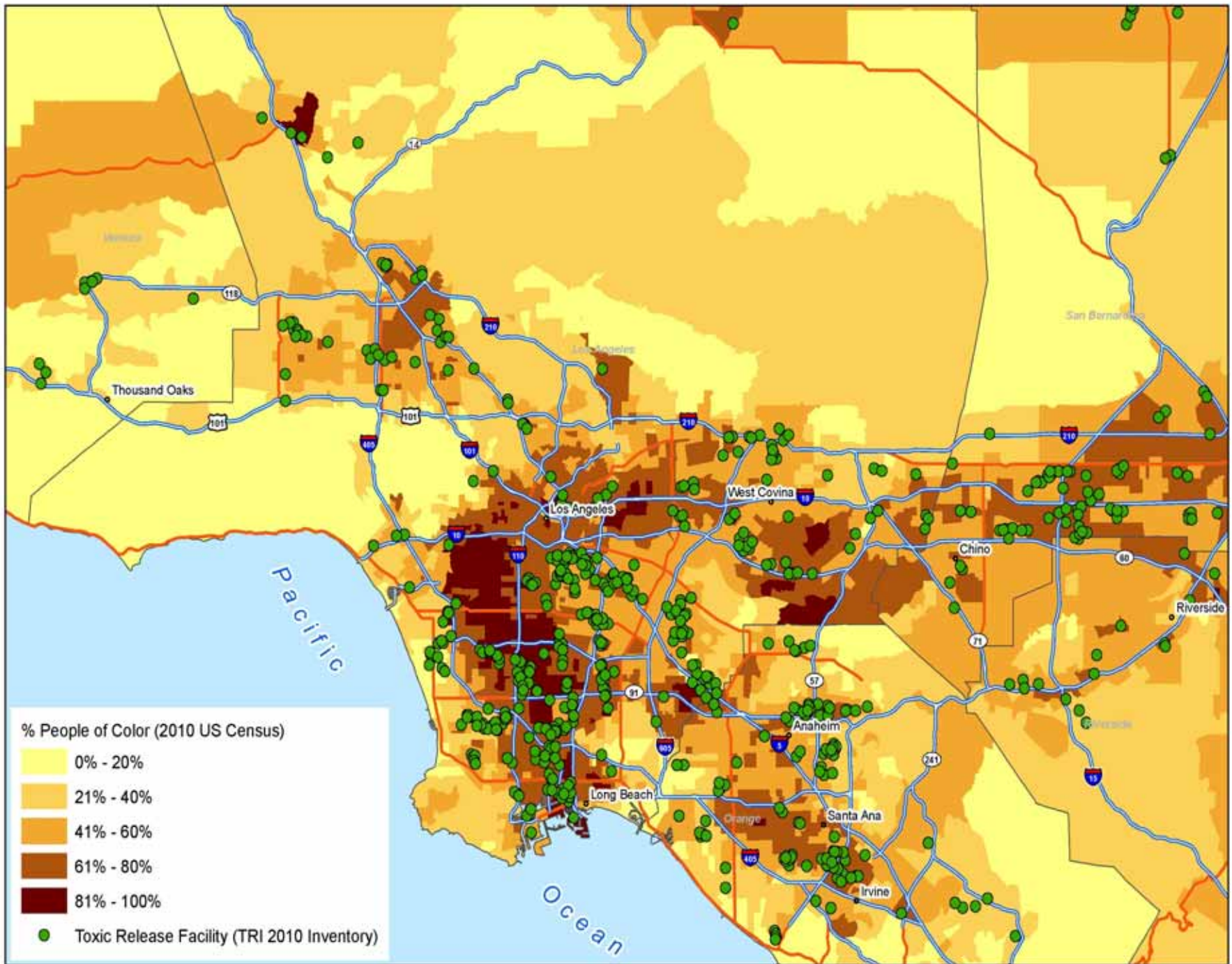


Rail

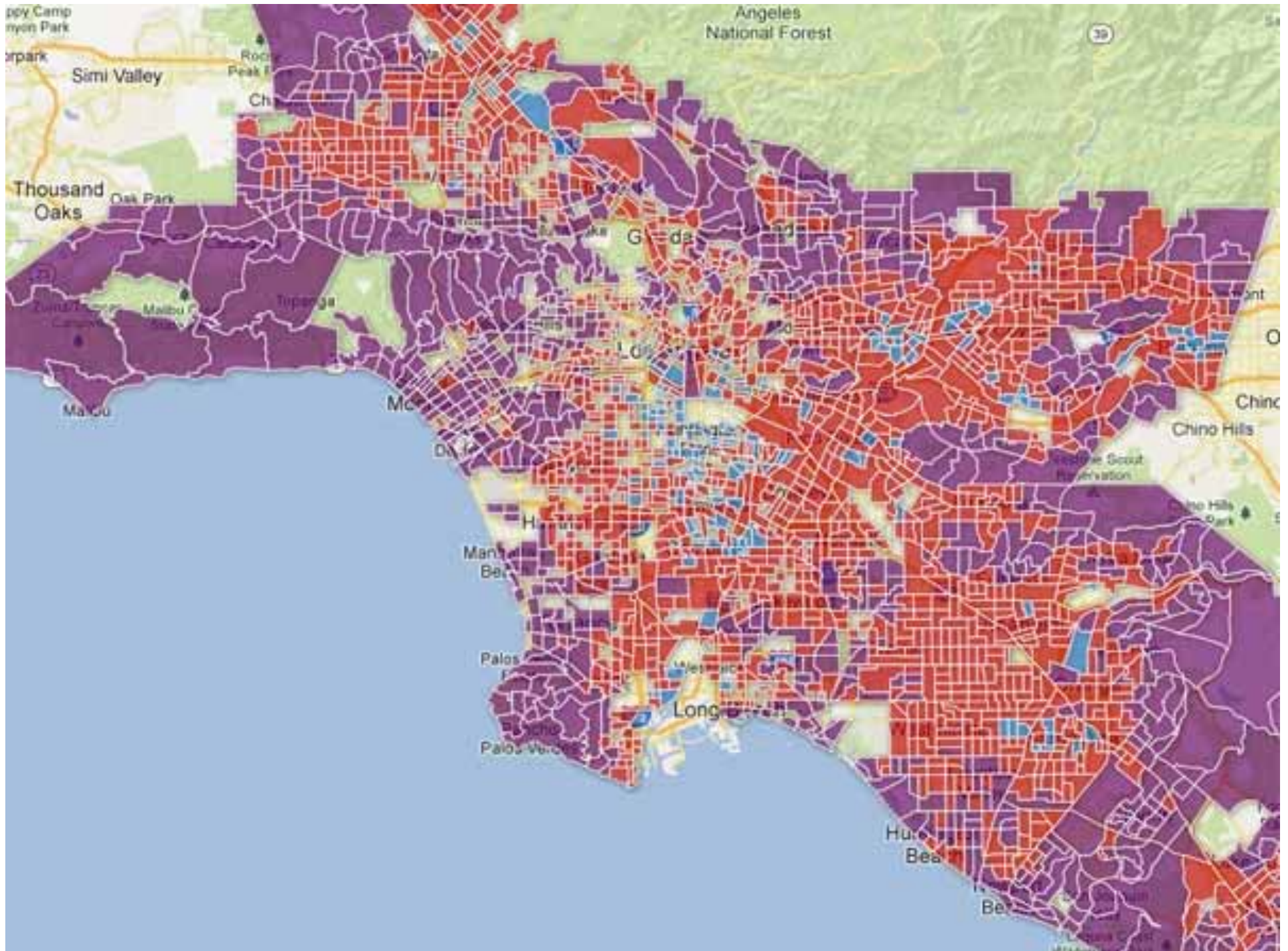


Bicycle and walking





*Courtesy of USC NIEHS Center*



# TODs and Displacement Concerns



# Community-Driven Change



**EAST LA COMMUNITY CORPORATION**



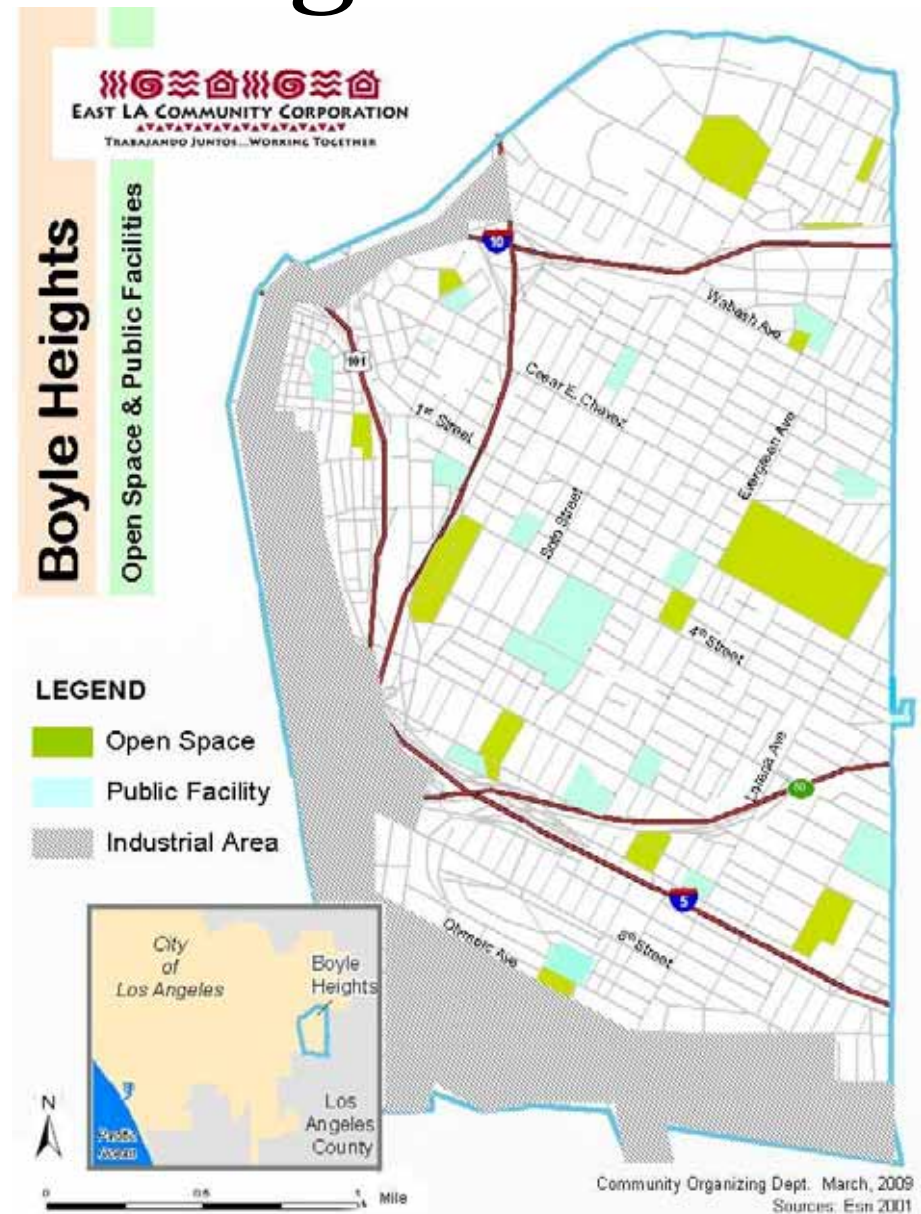
# ELACC Programs:

- ❑ Community Organizing
- ❑ Real Estate Development
- ❑ Tenant Services
- ❑ Community Wealth
- ❑ Asset Management
- ❑ Special Initiatives



# Boyle Heights: Our Neighborhood

- ❑ 99,000 residents
- ❑ 95% Latina/o
- ❑ Average Family Size: 4
- ❑ 75% Renters
- ❑ Median income: \$24,281
- ❑ 37.1% below poverty- 12% Nationally
- ❑ 25% homeowner - 66% nationwide
- ❑ 65% disappearance rate HS
- ❑ 15% HS diploma
- ❑ 4.4% higher education degree





# Boyle Heights' Environment



East LA Interchange

- Boyle Heights is approximately six square miles.
- It is an urban area with limited open space.
- It is bordered on the south and west by industrial areas.
- Boyle Heights is intersected by Freeway: 5, 10, 101, and 60
- Majority of housing stock built before 1970

# Principles for Accountable Development

- ❑ Maintains the culture and social networks of the existing community.
- ❑ Mitigates the displacement of families.
- ❑ Preserves and increases the stock of quality affordable housing in the community.
- ❑ Involves residents in the decision-making process.
- ❑ Provide Living Wage Jobs, Local Hiring & Opportunities for Local Businesses



# TOD Strategies:

Our Goal: Community-driven development

- Preserve local businesses
- Community visioning
- Access to affordable housing
- Green space
- Preservation of cultural treasures
- Economic Development
- Jobs



# Housing Development



# Community Organizing



**TAKE BACK LA**

**RIGHT TO THE CITY**

**FIGHT THE CORPORATIZATION OF OUR NEIGHBORHOODS!**

**ON SEPTEMBER 13, 2012 WE'LL FIGHT FOR:**

- ✓ community control of all MTA land
- ✓ right of return for displaced residents
- ✓ restore 1 million hours of bus service
- ✓ stop transit racism, No on Measure J

**WHEN: 3:00 P.M.**

**WHERE: FATHER SERRA PARK (NEAR PLACITA OLVERA)**

QR code



# ELACC Campaigns:

- ❑ El Plan del Pueblo
- ❑ Equitable Transit Oriented Development (Metro Gold Line)
- ❑ Legalize Street Vending
- ❑ Wyvernwood



# ELACC People's Plan & Metro Campaign



## The People's Plan Boyle Heights

*Our Community,  
Our Decisions!*

# ELACC's People's Planning



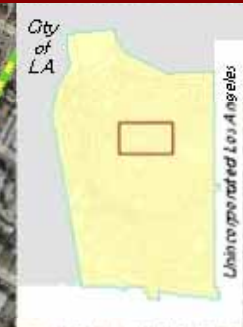


# The People's Plan Boyle Heights


*Our Community,  
Our Decisions!*

## Legend

-  School
-  Library
-  Hospital
-  Church

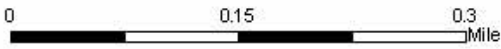


## Zoning

-  Commercial & Housing
-  Street Vendor Zone
-  Community Corridor
-  Mariachi Plaza
-  Public Facility
-  Open Space
-  Metro Station



## Cesar E. Chavez Ave



Community Organizing Department  
January, 2009  
Sources: ESRI 2000, Google Earth

# ELACC Metro Campaign: Direct Action



# ELACC Leadership Development: Planning in the Streets





# South Los Angeles

Strategic Actions for a Just Economy

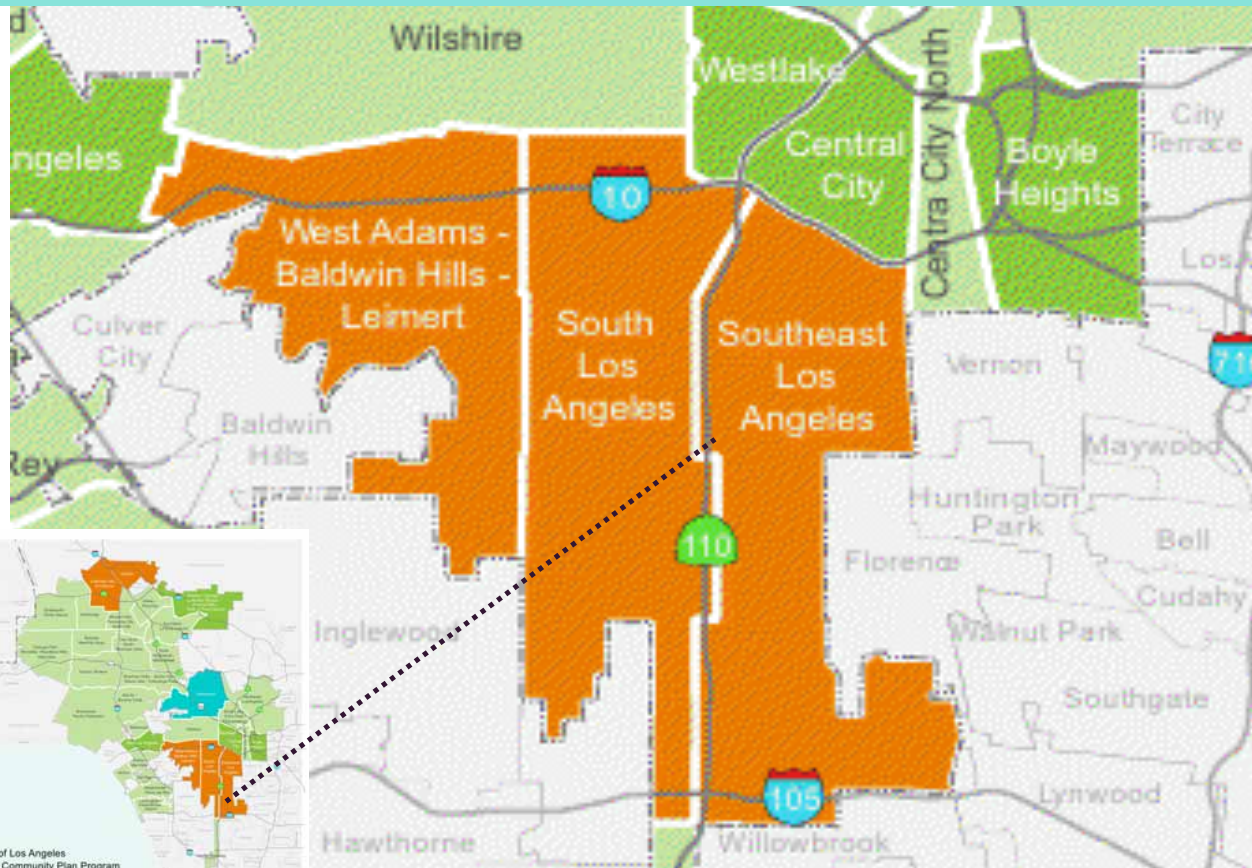


# South LA: Our Community

- ❑ 70% Latino
- ❑ 18% African American
- ❑ 80% Renters
- ❑ 2/3 of Renter households overcrowded
- ❑ 75% of households in 3 lowest AMI
  - ❑ 25% of households extremely low income
- ❑ 30% of workers in informal economy



# Community Benefits and Community Plans

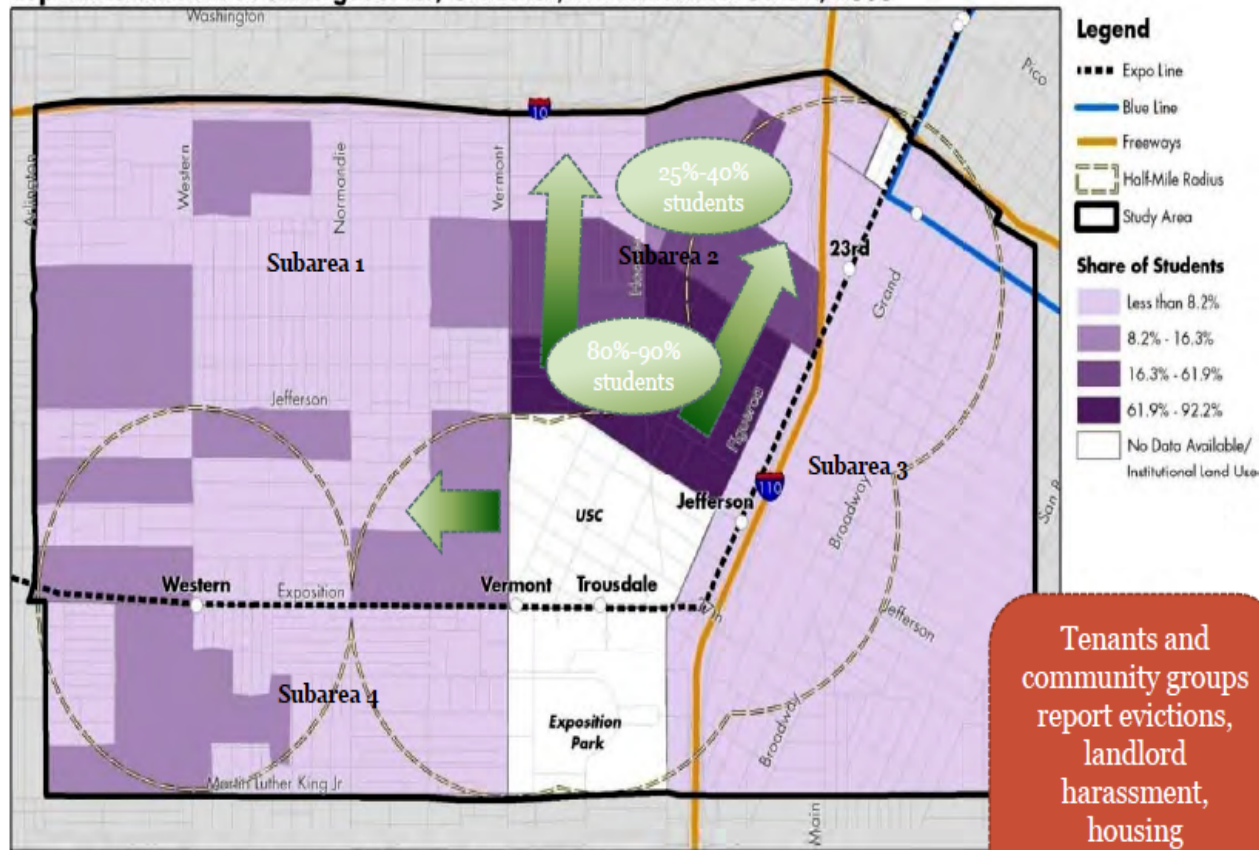


\*Last updated  
1990

The New Community Plans will guide the future physical development of East and South Los Angeles' neighborhoods for the next 20 years (2012 – 2032).

# South LA At-Risk Affordable Housing Near Bus and Rail

Population Enrolled in Undergraduate, Graduate, or Professional School, 2000

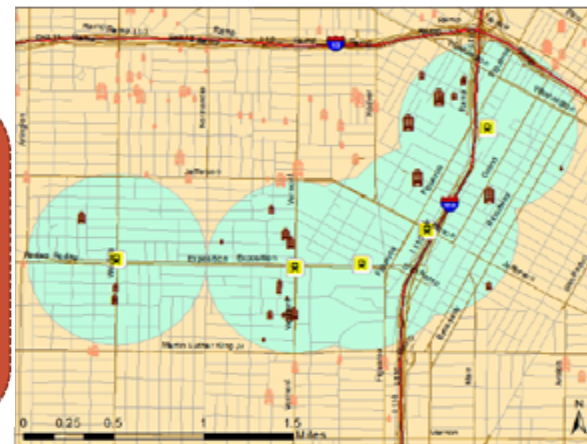


Source: U.S. Census, 2000; ESRI; IBI Group, 2008; Strategic Economics, 2009.

Tenants and community groups report evictions, landlord harassment, housing discrimination



Affordable housing 1/2 mile from Expo Line and 1/4 from Bus Rapid Transit Stations



Affordable housing 1/2 mile from Expo Line Stations (TOD plan areas)

# Market Based Development





# Redefining Development

## **Market-Based Development**

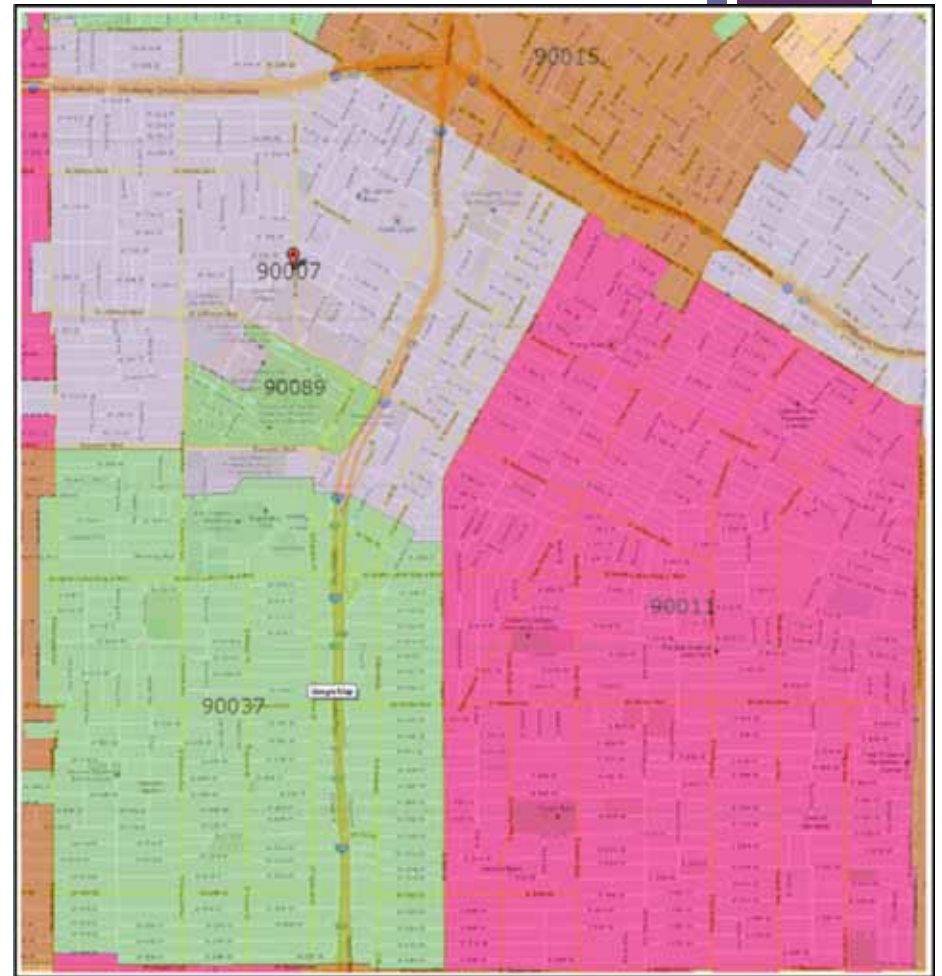
- Decide, Announced, Defend model
- Trickle down to low income communities
- Large developers benefit

## **Community Serving Development**

- People based and driven to create better quality of life for those who need it
- Direct benefit to low income communities
- Address poverty with job creation, living wages, job training, affordable housing
- Redistribution of Wealth
- People with limited power benefit

# Results of Market Driven Investment

- Decrease in Black population is twice that of the rest of the city
- 90007 Latino population decrease by -15%
- 30% of residents paying more than 50% of their income on rent
- 19% of 1 bedroom units and 5% of 2 bedroom units are affordable
- Displacement in 90007 impacting 90037 and 90011
  - Family households in 90007 -17.8%
  - Family households in 90011 4.4%
  - Family households in 90037 7.7%
  - Family households in city 1.1%



# Organizing and Campaign Strategies



# Popular Education



# Popular Education Tools

## BLOCKS & LOTS

A GAME ABOUT LAND  
USE, POLITICS, AND  
URBAN DEVELOPMENT



Blocksandlots.net

# Lorenzo Project Community Benefits Agreement

- 1<sup>st</sup> privately developed TOD project along the Expo Line in South Los Angeles.
- a mixed-use development that has residential units, commercial, retail and a community medical clinic within walking distance of a rail station and bus stops.
- a medical clinic that will provide quality healthcare services and wellness programs to an estimated 20,000 low income and uninsured South Los Angeles residents per year.
- 5% of residential units are dedicated to very-low-income families.
- Housing fund for offsite affordable housing development near the project area.
- Small business revolving loan fund, plus discounted on-site retail space designated for local small businesses.
- Local hiring and living wage requirements for jobs created by the project.

# Coalitions



# UNIDAD Supporters and Coalition



ESPERANZA COMMUNITY HOUSING CORPORATION





# Alliance for Community Transit-LA



# ACT-LA Membership

- ❑ Trust South LA
- ❑ Los Angeles County Bicycle Coalition
- ❑ Esperanza Community Housing
- ❑ Physicians for Social Responsibility
- ❑ West Los Angeles CDC
- ❑ LAANE
- ❑ West Los Angeles CDC
- ❑ Public Counsel
- ❑ Thai CDC
- ❑ LA VOICE
- ❑ Community Health Councils
- ❑ Public Counsel
- ❑ Esperanza Community Housing
- ❑ ACCE
- ❑ Thai CDC
- ❑ Koreatown Immigrant Workers Alliance (KIWA)
- ❑ ACCE
- ❑ Safe Routes to School National Partnership
- ❑ LA Black Worker Center
- ❑ Trust South LA
- ❑ Thai CDC
- ❑ Little Tokyo Service Center
- ❑ East LA Community Corporation
- ❑ Green LA
- ❑ SAJE
- ❑ Pacoima Beautiful
- ❑ Southeast Asian Community Alliance
- ❑ WORKS!



  
**EAST LA COMMUNITY CORPORATION**  
TRABAJANDO JUNTOS...WORKING TOGETHER

  
**NRDC**  
THE EARTH'S BEST DEFENSE

**St. John's**  
Well Child & Family Center

**SAJE**  
Strategic Actions for a Just Economy