Team

- Bloomberg Philanthropies
- In-House Consultants in Mayor’s Office
- Big Issues Facing Our Cities
- Culture of Innovation

Approach

- Methodology Based
- Data Driven
- User Centered
- Collaborate and Partner
- Fast and Intentional
- Metrics Focused

Innovation

- Engaging Right People @ Right Time
- Ideas -> Delivery
Enable ongoing neighborhood revitalization activities while preserving neighborhood culture and minimizing displacement of residents and businesses.
Los Angeles Basics

Population: 3.9 Million (2014 Census Estimate)
Median Household Income: $49,497 (in 2013 Dollars)
People per Square Mile: 8,333
Size: 468.67 Square Miles

Ethnicity:
- Hispanic/Latino: 49%
- White Alone: 29%
- Asian: 11%
- Black: 9%
- Other: 2%

2014 Census Estimate
In 2013 Dollars
+33%
Why Now?

Housing Breakdown

38% Renter occupied
62% Owner occupied

Percent Who Pay >=35% of Income in Rent

Income

Less than $10k
$10k to $20k
$20k to $35k
$35k to $50k
$50k to $75k
$75k to $100k
$100k or more

Why Now?
Solutions
What are the most important issues in your neighborhood?

- Parks and Plazas: 11%
- Public Art and Murals: 7%
- Street Scape: 16%
- Public Safety: 17%
- Small Businesses: 10%
- Libraries: 11%
- Public Transportation: 16%
- City Planning and Growth: 12%
DEAR LA,
WHAT I'M MOST WORRIED ABOUT IS...

DEAR LA,
I ❤️ YOU
BECAUSE...

The 2016 graduation rate for middle school and the quality of education.
In our interviews with subject matter experts, policy makers, city staff, local residents and activists – almost everyone - alluded to a sense that change and displacement is happening rapidly in certain parts of LA.

However, no one was able to pinpoint data that would help identify what these areas are. Some neighborhoods were mentioned over and over – Eagle Rock, Highland Park, Boyle Heights – but there were limited tools to understand what was truly happening and where.

The Los Angeles i-team realized that if we are to tackle this issue in a meaningful way, we need to take a data-driven approach towards understanding the extent to which change and displacement is happening.

Only then, would we be able to develop initiatives that would be responsive to that change.
Does Change = Displacement?
Unpacking the 2005-2013 IRS Tax Return Data

90026 –
Large increase in high income filers,
slight decrease in low income filers

90014 –
Large increase in high income filers,
modest increase in low income filers
Residential Displacement

- Affordable neighborhoods with desirable quality of life are in high demand, placing displacement pressure on long-term residents who face eviction, illegal rent increases and other processes that cause them to move. Subsequently, low vacancy rates and increased rents make it difficult for those residents to find replacement housing.

Business Displacement

- As neighborhoods change and property values increase, small businesses lack adequate mechanisms to adapt to a new customer base and navigate relationships and rent increases with their building owners. City requirements are hard to understand.

Social Cohesion & Neighborhood Change

- Long-term residents wish to have a greater sense of agency over the change that is happening in their neighborhoods and desire the preservation of social cohesion and a sense of community.
7 Considerations

- Data, Research and Business Case
- Resident Engagement
- Marketing
- Policy, Process, Technology and Regulatory
- Pilot / Prototype
- Financing
- Social Value
• Right people @ right time
• Break down silos
• Create end to end solutions
• Conduct community engagement in non-traditional ways - meet people where they are at and bring in the art, design and experience
• Acknowledge emotions, focus on solutions
• Policy is important but equally important is the analysis and the end to end programming
• Build in social value – it is an opportunity for innovation
• Data matters and should inform outcomes
• Socialize all that you’re doing
• Creatively market the work
Thank You!

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