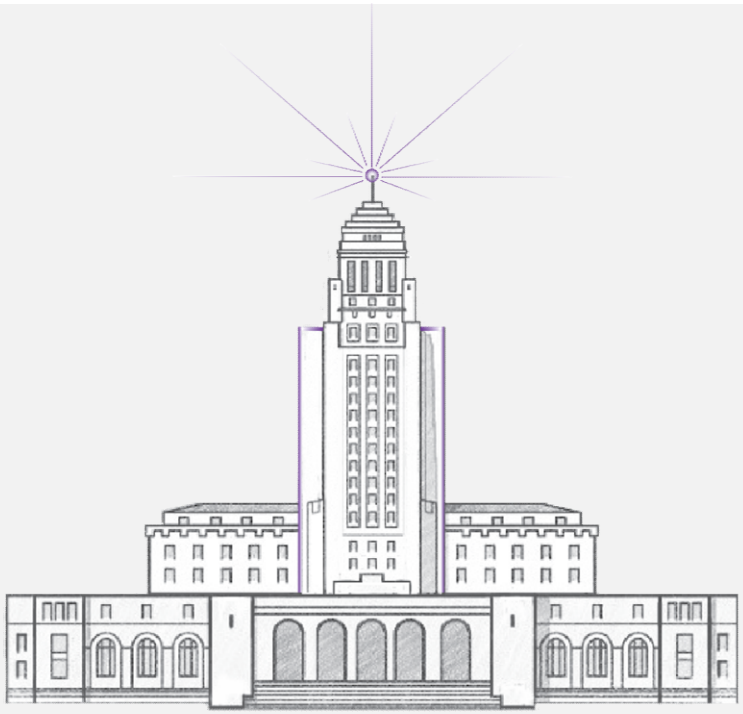


LAINNOVATION TEAM

Eric Garcetti #lamayor

Presented By: Amanda Daflos

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

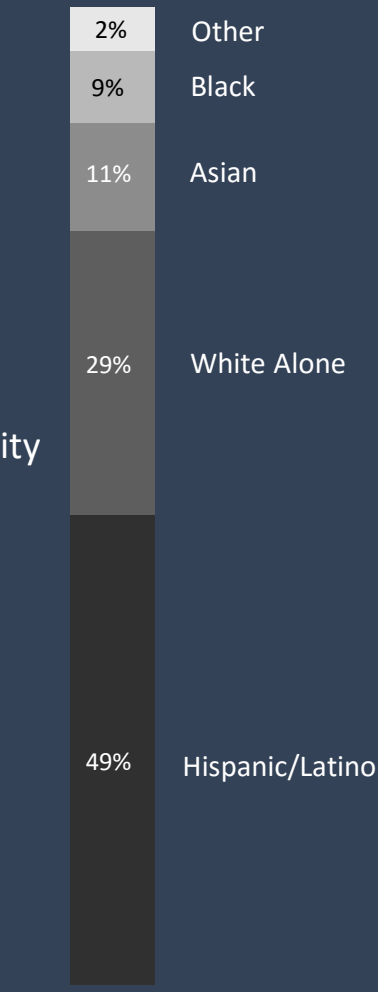
People per Square Mile

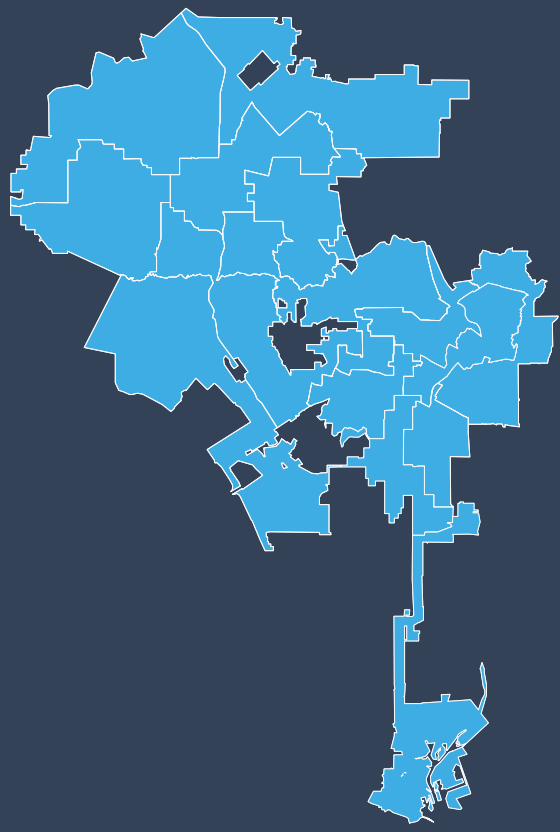
8,333

Size

468.67
Square Miles

Ethnicity

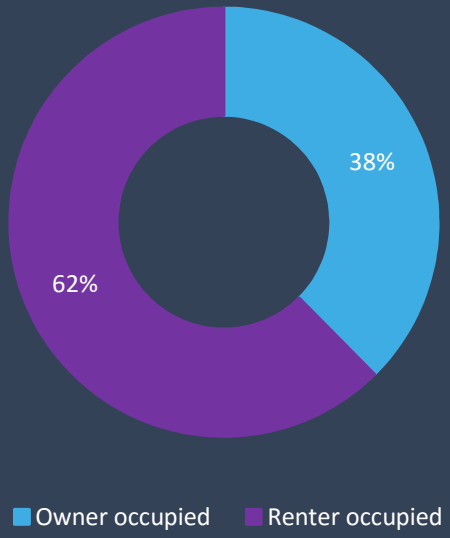




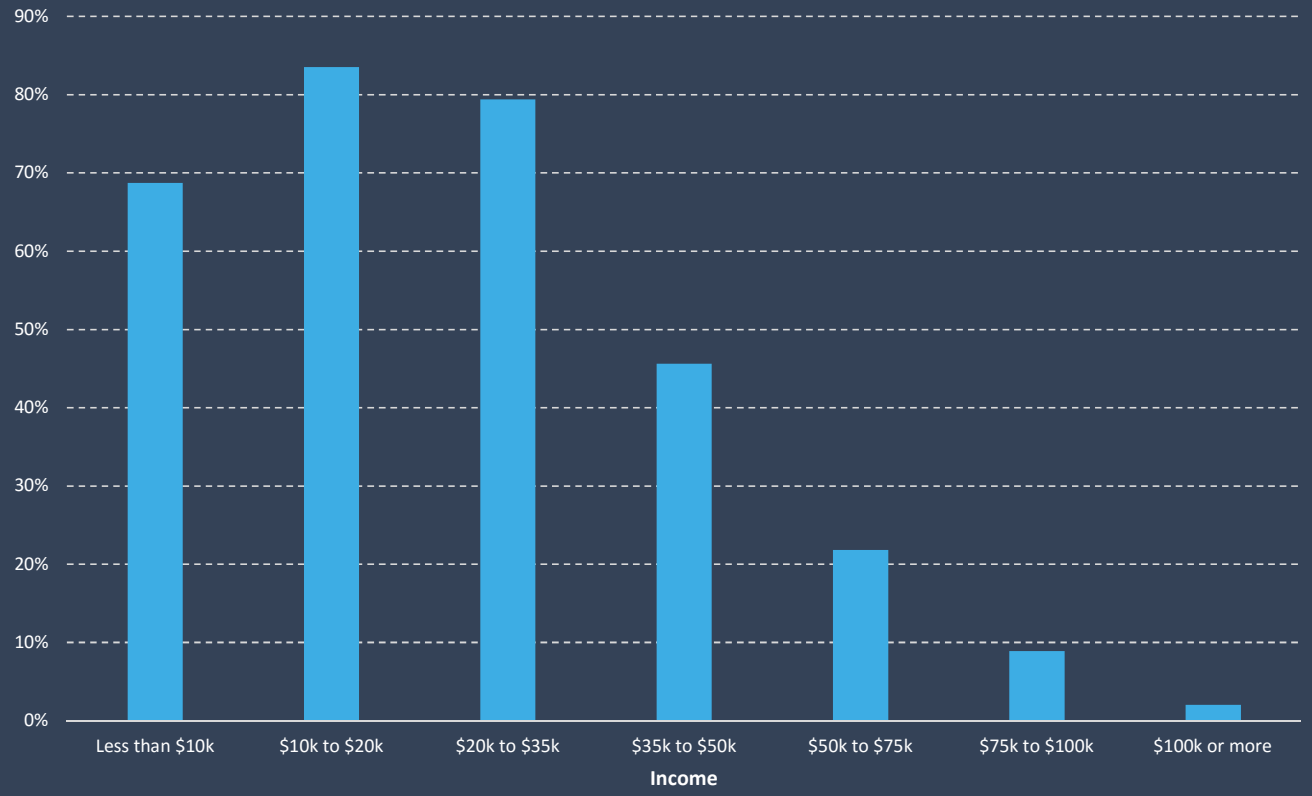
+33%

Why Now?

Housing Breakdown

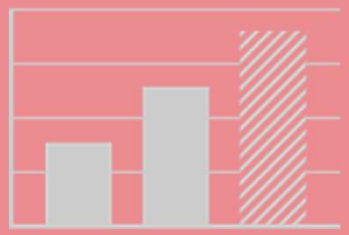


Percent Who Pay >=35% of Income in Rent



Experiences

Facts



Policies

Solutions

STREET
SMALL BUSINE

What are the most important issues in your neighborhood?

PARKS AND PLAZAS

11%

PUBLIC ART AND MURALS

7%

STREETSCAPE

street sweeping, sidewalks, benches, landscaping, street lighting

16%

PUBLIC SAFETY

17%

SMALL BUSINESS

support and preservation

10%

LIBRARIES

11%

PUBLIC TRANSPORTATION

routes and stops

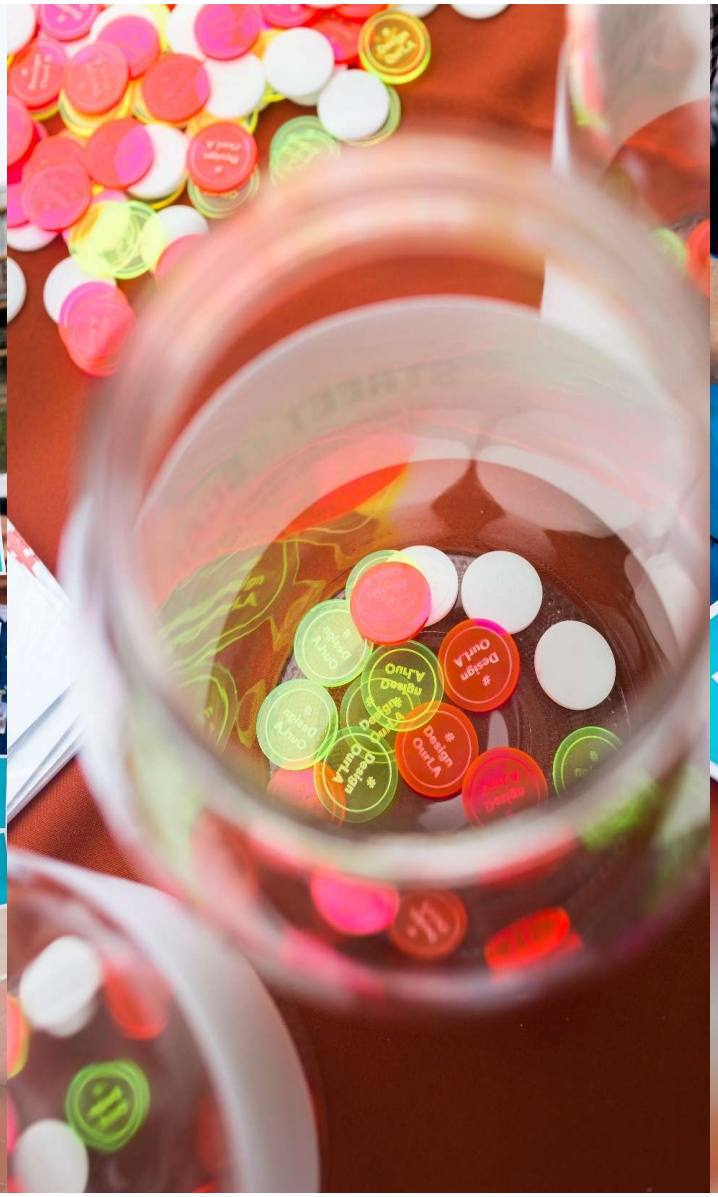
16%

CITY PLANNING AND GROWTH

12%

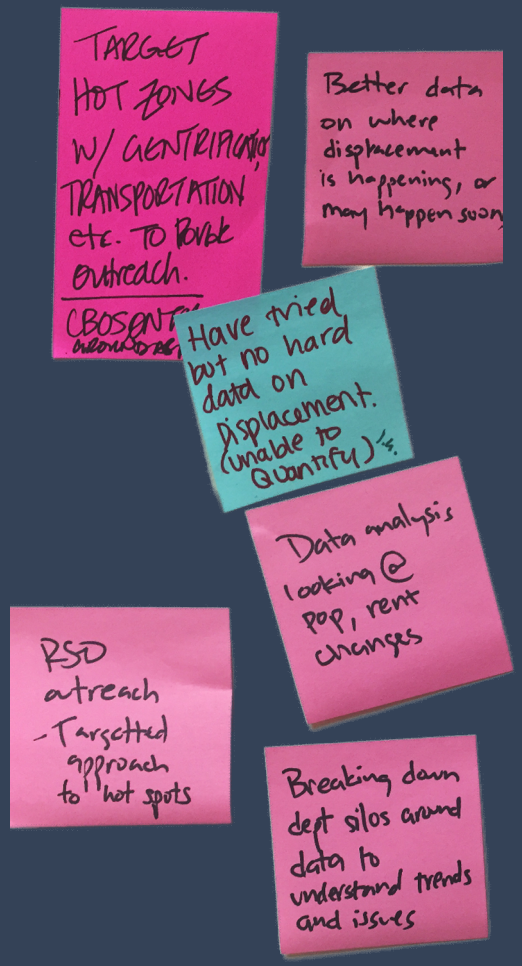
DEAR LA,
WHAT I'M
MOST WORRIED
ABOUT IS...
DEAR LA,
I ♡ YOU
BECAUSE...
DEAR LA,
WHAT I'M
MOST WORRIED
ABOUT IS...
The cost of living for middle
class and the quality of
education

WHAT MATTERS
TO YOU?
#DesignOurLA
#TUXTEAM



Data Driven Approach

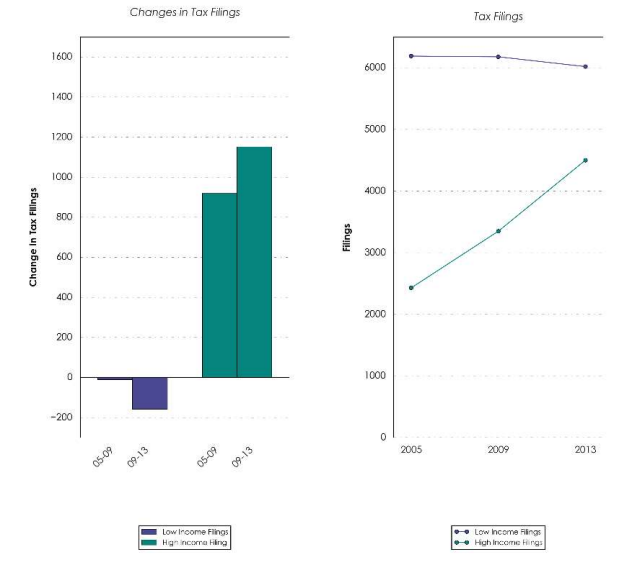
- In our interviews with subject matter experts, policy makers, city staff, local residents and activists – almost everyone - alluded to a sense that change and displacement is happening rapidly in certain parts of LA
- However, no one was able to pinpoint data that would help identify what these areas 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



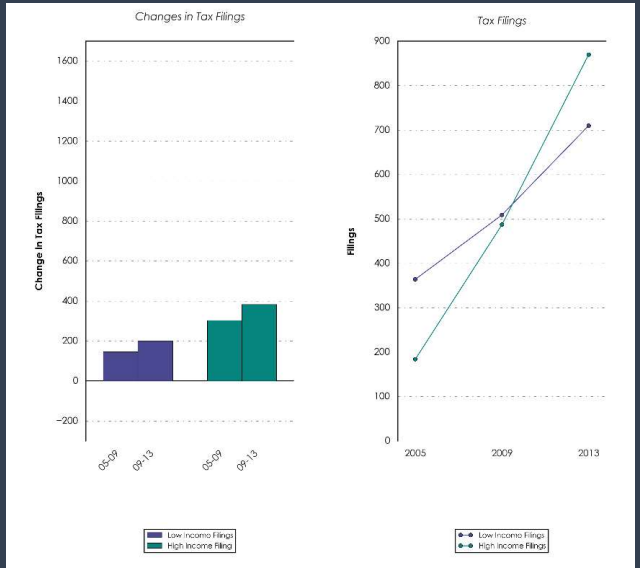
Does Change = Displacement?

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.

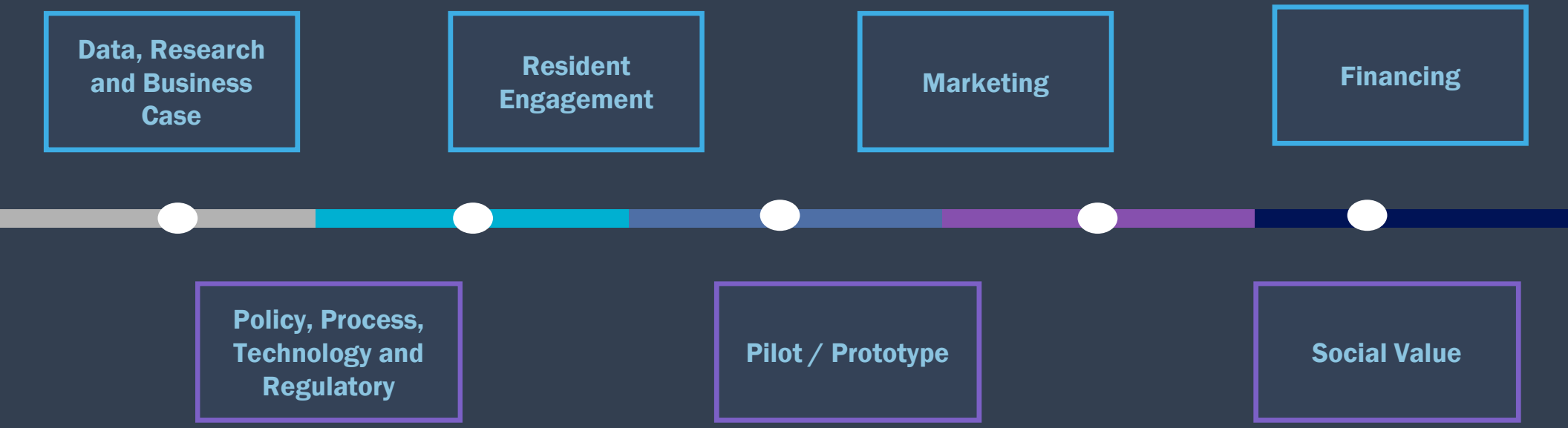
Business Displacement

- 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 agenc over the change that is happening in their neighborhoods and desire the preservation of social cohesio and a sense of community.

7 Considerations



- 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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Eric Garcetti #lamayor

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