

# UNLEASHING THE POTENTIAL OF LOS ANGELES

SUBMISSIONS, TRENDS, AND IMPACT FROM THE MY LA2050 GRANTS CHALLENGE  
WINTER 2014

# LA2050 is

an initiative to create a shared vision for the future of Los Angeles, and to drive and track progress toward that vision. We achieve this through research and reporting, online and offline events, and capital development.

Spearheaded by the Goldhirsh Foundation, LA2050 looked at the health of the region through eight key indicators (Arts & Cultural Vitality, Education, Environmental Quality, Health, Housing, Income & Employment, Public Safety, and Social Connectedness) and made informed projections about where we'll be in the year 2050 if we continue on this path.

As part of the LA2050 initiative, the Goldhirsh Foundation launched the My LA2050 Grants Challenge for nonprofits and for-profits to apply for \$1 million total in ten \$100,000 awards.

During the My LA2050 Grants Challenge, 279 organizations submitted proposals that demonstrated passion and imagination to build a future where all Angelenos flourish.

**THIS REPORT HIGHLIGHTS TRENDS, PROMISING IDEAS, AND SURPRISES FROM THE PROPOSALS. SUBMISSIONS TARGETED THE EIGHT INDICATORS FOR HUMAN DEVELOPMENT FEATURED IN THE LA2050 REPORT. MORE THAN 70,000 PEOPLE VOTED ON SUBMISSIONS, AND TEN WINNERS SPLIT \$1,000,000 IN FUNDING EVENLY. THIS REPORT IDENTIFIES TEN TRENDS THAT EMERGED ACROSS INDICATORS AND DETAILS TRENDS WITHIN EACH INDICATOR.**

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# WHAT HAPPENS WHEN YOU CROWDSOURCE \$1,000,000 FOR SOCIAL CHANGE IN LOS ANGELES?

We asked the community to dream up the most innovative, imaginative ideas on how to improve the future of Los Angeles. Here is what we learned:

## 1. ANGELENOS COLLABORATE.

The collective spirit of Angelenos was evident, as a majority of submissions proposed collaboration with others, with nearly a quarter of the proposals coming from an existing partnership.

## 2. ANGELENOS ARE EAGER AND READY TO TEST NEW IDEAS.

44 percent of submissions were pilot stage projects, testing a new idea on a small scale in order to prove feasibility of a concept.

## 3. ANGELENOS HAVE A SIGNIFICANT APPETITE FOR CHANGE IN THE WAY WE CONNECT WITH EACH OTHER.

73 percent of submissions sought to increase / improve Angelenos' daily connections with one another (where, when, and how).

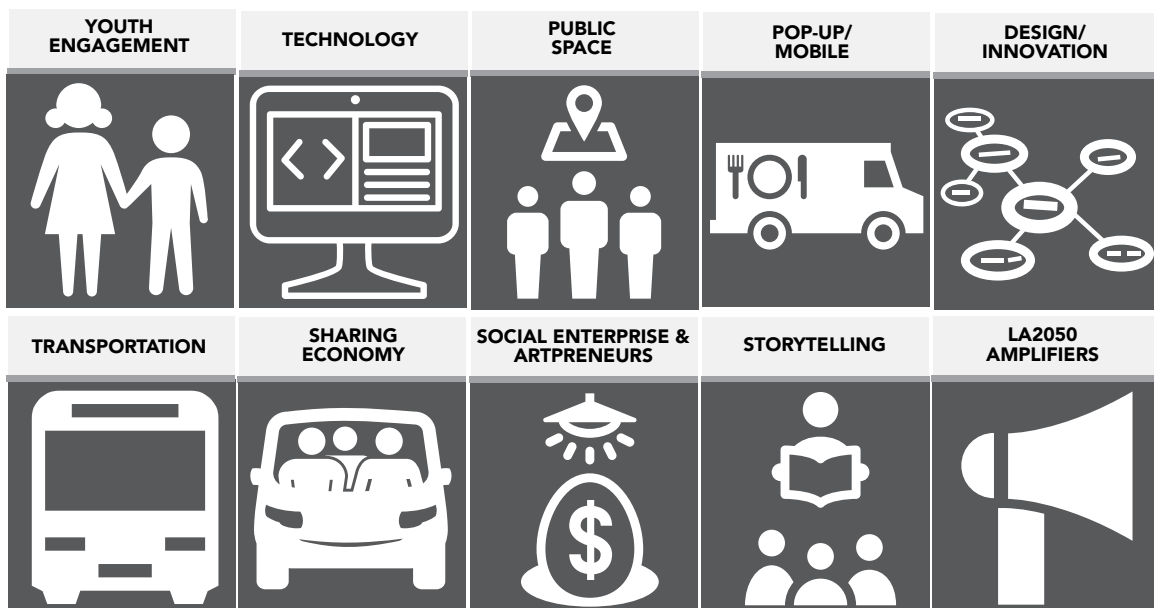
## 4. ANGELENOS ARE MOST PASSIONATE ABOUT EDUCATION.

Education received the most submissions of any category.

## 5. TO IDENTIFY CREATIVE, ORIGINAL SOLUTIONS THAT ARE UNIQUELY LOS ANGELES – ASK LOS ANGELES.

From pop-up artisanal villages to market makeovers, organizations submitted original ideas that felt distinctively "Los Angeles."

Here are the key trends which emerged from submissions (click on the icon to learn more):



# SUBMISSIONS AT A GLANCE

We launched the My LA2050 Grants Challenge awarding \$1,000,000 in seed funding in February 2013. Our challenge received 279 proposals to shape and build the future of Los Angeles. Impressed by the creativity of the submissions, we prepared this report to highlight trends, surprises, and promising ideas from the submissions. We hope these findings serve as a catalyst for further funding and support as we work together to build a future where all Angelenos flourish.

## Who Applied?

The My LA2050 Grants Challenge proposals received 279 submissions from nonprofit and for-profit organizations. Collaboration was a key component of many applications, with 16 percent coming from multi-stakeholder applicants. Interestingly, 18 percent of applicants were social enterprises, offering innovative business models blending revenue generation with solutions to address the needs of our region. This indicates a trend toward the blurring of lines between nonprofit and for-profit entities, with increasing consideration of social enterprise as a route to solve social problems.

## Indicators Addressed

Each submission targeted one of the eight primary indicators from the **LA2050 report**. Given that education is such a fundamental aspect of human development with far-reaching effects, it is perhaps not surprising that the **Education** category received the most submissions (25 percent) while **Public Safety** received the least amount of submissions (5 percent).

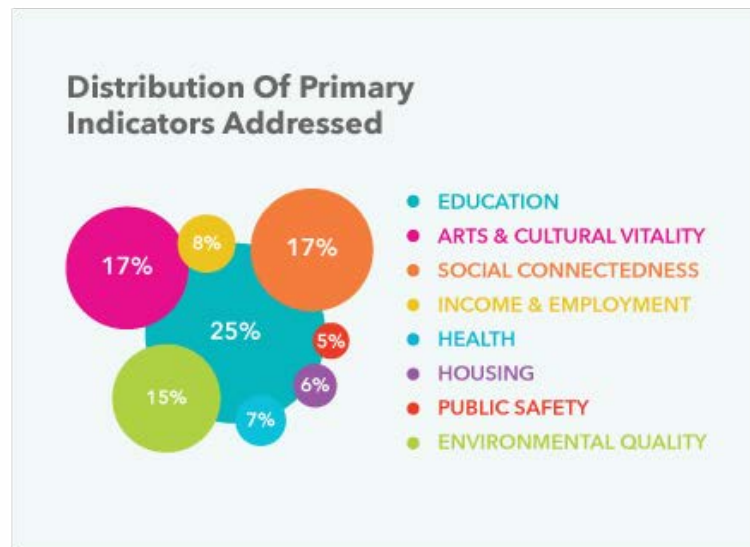


Figure 1

Though each submission targeted one primary indicator, the majority addressed more than one indicator. When we looked cross-indicators, the distribution changed with **Social Connectedness** as the most frequently addressed and **Housing** as the least. Such variations reflect the interconnected nature of the indicators.

# SUBMISSIONS IN DEPTH

The goal of the My LA2050 Grants Challenge was to find the most innovative and creative ways to tackle Los Angeles' biggest problems. We invited Angelenos to tell us how their idea would improve Los Angeles and positively impact one or more of the eight LA2050 indicators.

## Voter Participation

The My LA2050 Grants Challenge was hosted on a crowdsourcing technology platform, which enabled open public voting. Submissions were displayed publicly, and people were required to register with the crowdsourcing platform in order to vote. Each registered user received one vote total.

We received approximately 70,000 votes. Public vote determined submission ranking. Voting was fairly evenly distributed across indicators in a pattern paralleling the distribution of submissions by primary indicator (Figure I).

An expert panel reviewed the top ten publicly voted projects within each indicator. We funded one project per indicator and two Wild Cards. The two Wild Cards were selected from the 279 submissions independent of votes received in order to accommodate organizations with a smaller online constituent base. All My LA2050 Grants Challenge winners are listed on page 18.

## Age Groups Addressed

The majority of submissions targeted several age groups simultaneously. Of those targeting only one specific age group, the majority focused on youth, as defined by under 25. In fact, almost half of the submissions (48 percent) targeted high school students.

## Geographic Targets

All submissions presented ideas and projects benefitting Los Angeles. The majority of submissions (58 percent) narrowly targeted specific neighborhoods or locations (e.g.: Boyle Heights, Pacoima, Central City Value High School). 42 percent of submissions were citywide or countywide projects. The legend below reveals the leading geographic areas targeted by raw number of submissions.

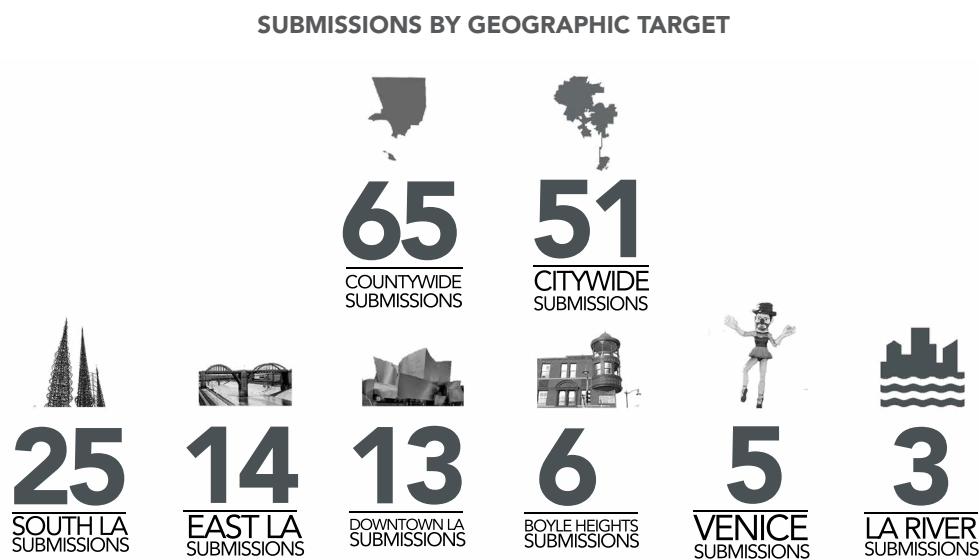


Figure II



## Needs Identified

All submissions required more than just funding needs. Opportunities beyond financial capital to support these projects included:

**69 PERCENT** NEED VOLUNTEERS/STAFF TO ASSIST WITH PROGRAMMING

**66 PERCENT** NEED COMMUNITY OUTREACH TO INCREASE AWARENESS/ENGAGEMENT

**46 PERCENT** NEED EDUCATION/TRAINING FOR CONSTITUENTS

**41 PERCENT** NEED ASSISTANCE WITH ORGANIZATIONAL INFRASTRUCTURE (E.G.: PHYSICAL SPACE, VEHICLES)

**24 PERCENT** NEED TECHNICAL INFRASTRUCTURE (E.G.: COMPUTERS)

**23 PERCENT** NEED NETWORK/RELATIONSHIP SUPPORT (E.G.: CONNECTIONS, RESOURCES)

## Impact on LA2050 Indicator Metrics

All 279 My LA2050 Grants Challenge applicants identified how they would measure success and how their project would impact the LA2050 indicators. While impact often included intangible benefits, measuring impact is critical to building feedback loops, identifying failures and successes, and building momentum.

In a sign of changing times, social media engagement was referenced as a metric for civic engagement, and one in seven submissions included metrics to assess social media engagement. Perhaps even more surprising, voting for crowd-sourced campaigns was identified as civic participation comparable to a political vote. For example, **Keely Hopkins & Associates' project Youth 4C Leaders** proposed to provide capacity building for civic leadership among youth by enabling them to participate in a crowdsourced challenge around political issues. This was seen as a tactic to transform today's youth into active, participatory citizens.

The LA2050 report mentioned 48 metrics to measure impact. To guide future social innovators, funders, and policy makers, a full list of the frequency of metrics used from the LA2050 report is included in Appendix II. We were impressed by additional metrics identified by submissions which were not mentioned in the LA2050 report. These new metrics are identified in Appendix III.

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1 IN 7 SUBMISSIONS INCLUDED METRICS TO ASSESS SOCIAL MEDIA ENGAGEMENT... [AND] PERHAPS EVEN MORE SURPRISING, VOTING FOR CROWD-SOURCED CAMPAIGNS WAS IDENTIFIED AS CIVIC PARTICIPATION COMPARABLE TO A POLITICAL VOTE.

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## Type of Innovation

In their submissions, organizations introduced entirely new strategies and ideas about meeting the region's needs to solve difficult problems.

Several submissions proposed new models of impact. For example, **No Right Brain Left Behind** and **Green Dot Public Schools** proposed bringing students, teachers, and parents together with developers, designers, and representatives from prominent corporations to re-imagine the school library as a room to stimulate 21st century creativity.

We also noticed a trend of private-public partnerships, which proposed bringing different sectors together in new, innovative ways – crossing traditional boundaries. For example, **Mia Lehrer and Associates** proposed a pilot program which connects at-risk youth (via the Los Angeles Conservation Corps) with a corporate entity (American Apparel) to improve the urban environment by planting trees in public spaces, in this case a parking lot.

## Stage of Innovation

Change comes in stages. For the purpose of this analysis, we categorized proposals based on their stage of project development. First, one understands the problem (discovery/need research), then an idea is developed and tested (pilot). If successful, the idea is expanded (expand existing program). My LA2050 Grants Challenge submissions represented various stages of innovation.

Only six percent focused on discovery and need finding research. An example of this earliest stage of innovation, **Los Angeles Universal Preschool** proposed a needs assessment on the impacts and outcomes of quality preschool with the goal to demonstrate how investing in early education now will make Los Angeles a better place in 2050.

Pilot stage projects test a new idea on a small scale in order to prove feasibility of a concept. A large number of submissions (44 percent) were pilot projects. An example is **Backyard Homes**, a proposal to build a prototype of a flexible backyard home to demonstrate that these small, flexible homes can provide affordable housing options in Los Angeles. A subset of projects (4 percent) proposed to take a proven intervention and test its feasibility when applied to a new issue/sector (lateral application). For example, the **LA Kitchen** proposed to create a business from would-be food waste and provide meals to those in need, while employing foster youth and formally incarcerated citizens. A similar model which employs at-risk youth has been successfully implemented in Washington, D.C.

Only a handful of submissions (3 percent) sought to expand after an initially successful pilot (first post-pilot). A substantial number of applications (43 percent) requested funding to continue and expand ongoing successful projects.

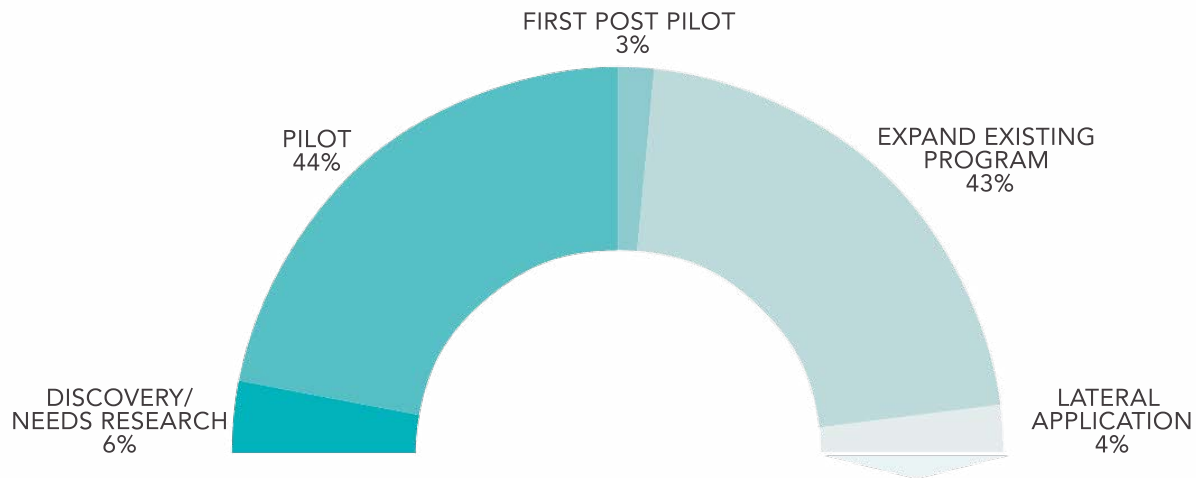


Figure III



Interestingly, **Environmental Quality** and **Income and Employment** submissions had the the most pilot projects of any indicator, with 63 percent of submissions proposing to test new ideas on a small scale in order to prove a concept.

## WHICH BRINGS US TO TRENDS WITHIN THE INDICATORS.



# A SNAPSHOT OF TOP TRENDS WITHIN THE LA2050 INDICATORS

Per the LA2050 report, the following eight different indicators help us paint a comprehensive picture of the region. Each submission targeted one indicator from the LA2050 report.

The top three trends of proposals within each indicator are below:

## HOUSING

- Sharing economy and collaborative consumption activities
- Specialized approaches to homelessness (women, veterans, artists, etc.)
- Sustainable development and community ownership

## ARTS & CULTURAL VITALITY

- Events/festivals to create shared cultural experiences
- Public space reclaimed for arts and culture events
- Technology and digital literacy

## INCOME & EMPLOYMENT

- Incubators as a source of job creation
- Tackling social issues with for-profit social enterprises
- Expanding employment opportunities around technology and increasing diversity in technology entrepreneurship

## EDUCATION

- Access to tutoring/mentoring and/or academic support
- Maker/do-it-yourself (DIY) hacker projects
- College readiness preparation/high school graduation

## SOCIAL CONNECTEDNESS

- Technology to bring Angelenos together uniting diverse perspectives
- Encouraging and supporting volunteerism
- Engaging youth in service learning and leadership development

## PUBLIC SAFETY

- Mental health services to break cycles of violence
- Use of public space as a public safety indicator
- Building social connections to improve safety

## HEALTH

- Mental health awareness and treatment
- Access to healthy, locally sourced food
- Public space for physical activity

## ENVIRONMENTAL QUALITY

- Vacant lots converted to greenspaces and environmental activism for greenspaces
- Food desert elimination
- Environmentally friendly behavior by individuals and by businesses

Just a tip.

### LA2050 REPORT INDICATORS

We've created an easy-to-read key to help us feature highlights from each trend. Each of the indicators is assigned one color.



HOUSING



ARTS & CULTURAL VITALITY



INCOME & EMPLOYMENT



EDUCATION



SOCIAL CONNECTEDNESS



PUBLIC SAFETY



HEALTH



ENVIRONMENTAL QUALITY

Submissions collectively wove a narrative of hope with creative ideas addressing all eight indicators to foster a future in which Angelenos flourish. We begin with HOUSING.

# HOUSING



## DASHBOARD RATING

Hinders human development

In Los Angeles, affordable housing is out of reach for many families, and too many low- and middle-income households are spending too much for their homes. As such, housing hinders human development in Los Angeles.

Imaginative ways to share living space, from property lots to sharing a home, was an exciting trend.

**Affordable Living for the Aging** seeks to expand a program matching older adults with extra housing space with other older adults who need housing. Subsequently, this project addresses the housing, economic, and social needs unique to this community.

Submissions creatively tackled housing issues with proposals to design and build prototypes of affordable, flexible housing units. My LA2050 Grants Challenge winner **T.R.U.S.T. South LA** proposed an original model for community ownership in a low-income neighborhood. Their model - a limited equity housing cooperative - enables tenants to collectively own their homes, invest in their communities, and maintain affordable housing while the land continues to be held under the stewardship of a community land trust.

Homelessness was a major focus with proposals targeting veterans, mothers with children, long-time homeless, and older adults. Most promising were those

## TOP TRENDS

- 1 Sharing economy and collaborative consumption activities
- 2 Specialized approaches to homelessness (women, veterans, artists, etc.)
- 3 Sustainable development and community ownership
- 4 Interrelationship between the cost of transportation and housing
- 5 Design thinking/prototypes

adopting a human-centered approach by recognizing the unique needs of the homeless community. Several submissions attempted to meaningfully transform homelessness via at-risk prevention and early intervention to reduce a spiral from homelessness into sustained poverty.

Many submissions in housing raised the issue of transportation and the interrelationship between the cost of transportation and housing. Projects proposed numerous ways to tackle this intersection including sustainable development models and housing development approval tied to transportation development.

Housing for artists was also a trend within this indicator. Several submissions tackled the affordable housing needs of creatives while leveraging their contributions to the region. One proposed a housing development for musicians, where residents would serve as an orchestra and provide performances and educational services for the public, which brings us to

## ARTS & CULTURAL VITALITY.



# ARTS & CULTURAL VITALITY



DASHBOARD RATING  
Significantly enhances  
human development

## TOP TRENDS

- 1 Events/festivals to create shared cultural experiences
- 2 Public space reclaimed for arts and culture events
- 3 Technology and digital literacy
- 4 Artpreneurs and the creative economy
- 5 Dance and unifying theater performances

Arts and Cultural Vitality significantly enhance the quality of life in Los Angeles.

Submissions in Arts and Cultural Vitality celebrate the strengths of Los Angeles' diversity, tap into its rich history, and imagine new ways to build bright futures for LA in 2050.

Whether bringing ethnic communities (Japanese/Mexican) together to produce unifying theater performances to celebrate their diverse cultural heritages or producing an annual dance performance in schools, submissions created shared cultural experiences through performances, events, and festivals. Beyond traditional performing arts, cultural events included food, gardening, learning games, and experimental projects. A plethora of submissions proposed ways to reclaim empty lots for arts and culture events.

Many submissions sought to cultivate essential life skills such as creativity, collaboration, and self-confidence through art and performance activities. These projects ranged from dance to design/do-it-yourself (DIY) projects. Digital literacy, multimedia literacy, and storytelling using 21st century technology also arose frequently in this indicator.

Whether proposing coworking spaces for arts organizations or strengthening the business savviness and economic viability of artists, projects attempted

to leverage the talent of Los Angeles' artistic professionals. These submissions proposed to share resources, form value in inventive ways, and ensure a thriving creative economy to enhance the lives of all Angelenos – effectively raising the bar for the next indicator featured in this report:

## INCOME & EMPLOYMENT.



# INCOME & EMPLOYMENT



## DASHBOARD RATING

Hinders human development

Income and Employment is a hindrance to human development in Los Angeles due to a bifurcated economic system which creates a society of haves and have-nots.

Angelenos made it clear that the health and vitality of Los Angeles in 2050 will require leadership from the private sector, in addition to government and nonprofit organizations. To that end, submissions introduced clever models to tackle issues related to income and employment.

Incubators - programs designed to support the successful development of start-up companies - were identified as a source of job creation, and emerged as a surprising top trend.

Several submissions proposed innovative models to generate income through impact-focused for-profit enterprises (social enterprises).

Additionally, many submissions sought to include traditionally marginalized communities in economic growth activities and to create employment in new sectors, such as technology. These projects bridge the bifurcated economic situation of LA by bringing technology and entrepreneurship into lower income neighborhoods and expanding access to skills training, employment, and ownership to diverse Angelenos.

## TOP TRENDS

- 1 Incubators as a source of job creation
- 2 Tackling social issues with an impact-focused for-profit model
- 3 Expanding employment opportunities around technology and increasing diversity in technology entrepreneurship
- 4 Minority ownership in growth enterprises
- 5 Financial literacy training, credit history development, and loan opportunities

Submissions aimed to empower lower income Angelenos to participate in the economy through financial literacy training, credit history development, and loan provider/investor opportunities. Projects harnessed the assets of low-income people to support each other in realizing economic stability through peer loans and/or peer investment.

A strong trend emerged around civic participation and a rights-based approach to income and employment issues. Building on the strengths of Los Angeles' existing economy, proposals sought to expand employment opportunities around the arts, clean technology, and clean transportation. Novel ideas to unleash economic opportunity included eliminating food deserts, exploring models for collective ownership of resources, and storytelling.

Technology and entrepreneurship education also emerged as a method to solve one of Los Angeles' gravest issues and the indicator which received the most submissions in the My LA2050 Grants Challenge:

## EDUCATION.



# EDUCATION



DASHBOARD RATING  
Significant impediment  
to human development

## TOP TRENDS

- 1 Access to tutoring/mentoring and/or academic support
- 2 Maker/do-it-yourself (DIY) hacker projects
- 3 College readiness preparation/high school graduation
- 4 Character development, life skills, 21st century skill building, and leadership
- 5 Access to technology in the classroom

Education is a significant impediment to human development in Los Angeles. Given that education is such a fundamental aspect of human development with far-reaching effects, it is perhaps not surprising that it received the most submissions in the My LA2050 Grants Challenge.

Education submissions focused on preparing today's children to lead Los Angeles in 2050 by developing the whole person: leadership skills, character development, life skills, emotional/social/interpersonal skills, and empathy/conflict management.

Improving college enrollment and graduation for low-income youth was a common trend to break cycles of poverty. Several programs proposed to match students with mentors to expose alternative life paths, and to provide paid internships to allow low-income youth to be competitive with their privileged peers who can afford unpaid internships.

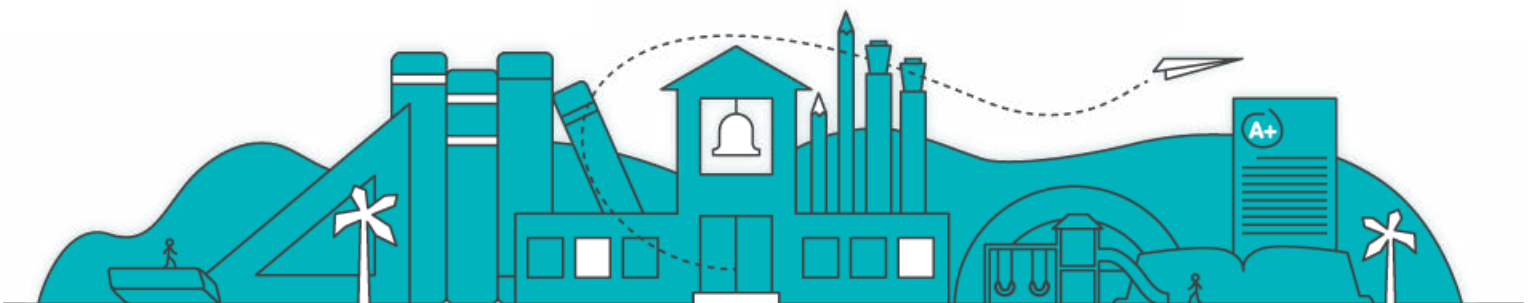
Many submissions included a wrap-around approach to involve members of the youth's community to promote achievement and success. Some of the mentoring programs focused on STEAM (Science, Technology, Engineering, Arts, Math) careers. Other submissions fostered creative skill development in storytelling, design, filmmaking, multimedia, and digital literacy. A

variety of submissions proposed targeted solutions for specific at-risk youth (Black males, girls, foster children).

A number of submissions enhanced the classroom by providing technology for personalized learning as a resource to support varying skill levels, and for real-time data on performance to allow students, parents, and teachers to be involved in students' development. The opportunity to access technology in the classroom provides students with vital 21st century skills and the familiarity needed to navigate a digital workplace.

Several submissions focused on strengthening voices (students, parents, teachers) in the shaping of education policy. These submissions aim to foster dialogue and a better understanding between the multiple stakeholders entrusted with educating our youth. Another indicator where leadership development and technology were featured strongly was

## SOCIAL CONNECTEDNESS.



# SOCIAL CONNECTEDNESS



## DASHBOARD RATING

Hinders human development

Social connectedness attempts to measure the frequency of our contact with others, the quality of our personal relationships, voting rates, and volunteerism rates.

In Los Angeles, social connectedness hinders human development. We were inspired by submissions which introduced exciting ways to build and maintain thriving communities and relationships.

Bringing Angelenos together in unique ways to strengthen ties between them ranged from a pop-up potluck truck to design workshops to build visions of the future together. Social connectedness submissions shared a human-centered foundation for building communities.

Creative approaches to improve civic participation by Angelenos using technology were promising. For example, the **Courage Campaign** proposed an online tool revealing who among your friends has voted, thereby creating more “social pressure” to participate in an election.

Several proposals strived to encourage and support volunteerism. Some proposed new mechanisms and platforms which enable Angelenos to discover and share volunteer opportunities. For example, **Food Forward**, which brings people together to harvest produce from public and private land and redistribute the produce to food charities, engaged 5,000 volunteers in 2012, and proposed to increase their volunteer base by 25 percent.

## TOP TRENDS

- 1 Technology to bring Angelenos together uniting diverse perspectives
- 2 Encouraging and supporting volunteerism
- 3 Engaging youth in service learning and leadership development
- 4 Improving civic participation using technology
- 5 Engaging people in community-based initiatives

Providing youth with opportunities for service learning, civic participation, and leadership development was a key trend. Empowering low-income youth as service leaders and global citizens unleashes hidden assets, improves self confidence, and recognizes the value all communities have to share.

A myriad of submissions aimed to engage people in community-based initiatives. One powerful idea from **Oasis USA** harnesses the strength of connectedness within communities as a tool to eliminate human trafficking by constructing “human traffick free zones” through neighborhood awareness and activism. This is an exciting tactic to promote

## PUBLIC SAFETY.



# PUBLIC SAFETY



## DASHBOARD RATING

Enhances human development

## TOP TRENDS

- 1 Mental health services to break cycles of violence
- 2 Use of public space as a public safety indicator
- 3 Building social connections to improve safety
- 4 Interventions to reduce trauma and improve family connectedness
- 5 Strategies to deter gang involvement

Public safety enhances human development. We would like to see this positive asset within our region expanded and strengthened. The more we strengthen ties within families, between neighbors, and across our diverse communities, the greater we can ensure that our region provides a safe environment for all Angelenos.

Most encouraging were submissions identifying interesting ways to build social connections to improve safety.

Inventive approaches to “reclaim” public space for community use were promising as means to promote public safety. Use of existing public space as a litmus test for the real and/or perceived safety of an area was common, because welcoming public spaces increase peoples’ presence and deter crime.

Trauma is a key metric for public safety. Several submissions targeted violence by addressing domestic violence, sexual assault/violence, post-traumatic stress from gun violence, and gang violence. Family-based interventions, wrap-around services, and mental health services were proposed to break cycles of violence.

These submissions emphasized the importance of strengthening the social fabric within communities, supporting ethnic diversity in neighborhoods, and presenting accurate perceptions of safety to reduce tension and

anxiety. Not surprisingly, mental health services and treatment also arose as a dominant trend in

## HEALTH.



# HEALTH



## DASHBOARD RATING

Hinders human development

## TOP TRENDS

- 1 Mental health awareness and treatment
- 2 Access to healthy, locally sourced food
- 3 Public space for physical activity
- 4 Youth engagement in healthy behaviors
- 5 Social issues of aging, caregivers

Health hinders human development in Los Angeles, with stark disparities in health outcomes based on race, class, and geographic location. Submissions in health proposed to reduce such disparities between the haves and the have-nots in the region.

From food trucks bringing farm fresh foods to diverse neighborhoods to an evening farmer's market at a commuter hub in a low-income area, a key trend in the health indicator was eliminating food deserts. Submissions sought to provide healthy food close to home and at schools, and to educate people about healthy living decisions.

Submissions discussing health care delivery and clinical issues sought to expand physician awareness about specific diseases, connect specialists to accelerate advances in clinical care, and develop new health care delivery models. Mental health surfaced with proposals for direct interventions as well as services to address specific mental health issues including postpartum depression, post-traumatic stress, abuse/domestic violence, and substance use.

Many submissions addressed intergenerational engagement around healthy living. For example, projects featured college students teaching high school students about healthy decisions, youth educating adults in their communities about

healthy eating, and adults playing sports with at-risk youth. These models targeted multiple groups to foster a holistic environment for behavior change. Health indicator winner, **Public Matters**, employs young adults to stock local bodegas with fresh fruits and vegetables. In turn, youth become community educators to teach their communities about healthy eating and health behavior change.

Additionally, submissions targeted physical health by exploring imaginative ways to use open/public space for physical activity. The conversion of public space and vacant lots in to spaces which can benefit the community was also a theme that surfaced prominently in

## ENVIRONMENTAL QUALITY.





# ENVIRONMENTAL QUALITY



## DASHBOARD RATING

Hinders human development

## TOP TRENDS

- 1 Vacant lots converted to greenspaces and environmental activism for greenspaces
- 2 Food desert elimination
- 3 Environmentally friendly behavior by individuals and by businesses
- 4 DIY citizen scientist projects
- 5 Safety and accessibility of public transportation

Environmental quality in Los Angeles has dramatically improved in recent decades, and further progress is critical to fully unleash human potential.

Submissions were continuously centered on improving environmental quality by tackling issues of biodiversity, waste reduction, energy efficiency, clean energy, and climate change. Projects proposed to cultivate stewardship and environmental literacy, educate communities about environmentally friendly behaviors, and promote adoption of eco-friendly practices by businesses.

From multiple bottom lines to certification strategies, submissions sought to incentivize businesses and institutional players to participate in environmental conservation as well as to make environmentally friendly action accessible and rewarding for small businesses and contractors.

Reclaiming unused space to expand access to greenspace by building parks and gardens was the largest trend. The LA River received immense attention as a space to be reimaged. To this end, submissions included a film postiting future scenarios for use of space, a bioswale and marsh restoration project, and even a mobile park to test a concept of a more permanent park along the river.

Submissions introduced creative approaches to the economics of environmental action. **Netiya** proposed to include the planting of fruit trees on 10 percent of faith-based properties throughout LA to supply fresh produce to their local communities. Others suggested the planting of trees on the facilities of industrial complexes, collaborative investment in renewable energy resources for community benefit, or selling rain barrels decorated by local artists to conserve water.

Several submissions featured DIY approaches to environmental issues, such as a DIY toolkit to convert empty, unused public space into greenspace and resources to support the "citizen scientist" (enabling individuals to advance scientific understanding).

From pop-up playgrounds to mobile design labs, submissions shared a trend to engage Angelenos in dialogue and learning together to develop change in an inclusive and location appropriate manner.



# MY LA2050 GRANTS CHALLENGE WINNERS

Of the ten top-voted projects in each indicator, the Goldhirsh Foundation chose one project per indicator and two “Wild Cards” to receive \$100,000 to implement their idea, totaling \$1,000,000 to shape and build the future of Los Angeles. All submissions were eligible for the Wild Card category regardless of voting, as we did not want to penalize any small organization with a less active on-line constituent base. For a full list of the My LA2050 grants challenge project proposals, please see Appendix I.

## HOUSING

### T.R.U.S.T. South LA

T.R.U.S.T. South LA is building a model for sustainable living with a bold plan to make better use of the 3000 acres of underutilized land in South LA, a model that can be replicated throughout the region.

## ARTS & CULTURAL VITALITY

### Hammer Museum

The Hammer Museum curated an artisanal pop-up village in Westwood – Arts ReSTORE LA – offering a long-term strategy to turn the neighborhood around permanently.

## INCOME & EMPLOYMENT

### ELACC & LURN

East LA Community Corporation and Leadership for Urban Renewal Network will expand income and employment for low-income Angelenos and small business owners through the LA Street Vendors Campaign to legalize street vending.

## EDUCATION

### 826LA

826LA works with volunteers to support students ages six to 18 with their creative and expository writing skills. 826LA has inspired more than 1,000 Angelenos to make volunteering part of their lives.

## SOCIAL CONNECTEDNESS

### CicLAvia

CicLAvia catalyzes vibrant public spaces, active transportation, the arts, and good health through car-free street events.

## PUBLIC SAFETY

### Homeboy Industries

Homeboy Industries is improving public safety through an integrated curriculum of ten classes to help end the intergenerational cycles of violence.

## ENVIRONMENTAL QUALITY

### LA Open Acres

The LA Open Acres Project is an online platform to catalog and distribute information about vacant lots and allow community members to begin the process of working with the City and other landholders to develop projects.

## HEALTH

### Public Matters

The Public Matters project Market Makeovers increases access to healthy foods and broadens awareness and education about healthy eating and behaviors by transforming cornerstores.

## WILD CARD

### Mission Asset Fund

Mission Asset Fund brings Lending Circles for Citizenship and the Security Deposit Loan Program for the first time to Southern California.

## WILD CARD

### No Right Brain Left Behind & Green Dot Schools

The Salamander Project will transform Locke High School’s neglected library into an “Innovation Space” to foster students’ exploration, critical thinking, and collaborative problem solving.

From the transformation of public space to the sharing economy, the winning submissions mirror several of the cross-indicator trends which emerged from all 279 submissions.

Which brings us to  
**CROSS-INDICATOR  
TRENDS.**

# CROSS-INDICATOR TRENDS

We have discussed the eight indicators and top trends within each indicator. Now we are going to take a look at the cross-indicator trends which emerged from the My LA2050 Grants Challenge.

Spanning the boundaries of the eight indicators featured in the LA2050 report, ten trends emerged among submissions:

## LA2050 REPORT INDICATORS

As a reminder, we have created an easy-to-read key to help us feature highlights from each trend. Each indicator is assigned a color.

-  ARTS & CULTURAL VITALITY
-  EDUCATION
-  ENVIRONMENTAL QUALITY
-  HEALTH
-  HOUSING
-  INCOME & EMPLOYMENT
-  PUBLIC SAFETY
-  SOCIAL CONNECTEDNESS

## YOUTH ENGAGEMENT

Engaging youth under 25 to build their capacity for leadership, problem solving, and 21st century skill building.

## TECHNOLOGY

Leveraging technology to build LA's future.

## PUBLIC SPACE

Reimagining the use of open public space to host cultural events and build greenspace for food gardens or physical activity.

## POP-UP/MOBILE

Ensuring lower overhead costs and greater ability to adapt to the diverse communities of LA.

## DESIGN & INNOVATION

Applying technology and design to deliver impact.

## TRANSPORTATION

Improving the transportation system in Los Angeles.

## SHARING ECONOMY

Reimagining the use of underutilized resources through collaborative consumption.

## SOCIAL ENTERPRISE & ARTPRENEURS

Adopting for-profit models to sustainably deliver social impact.

## STORYTELLING

Teaching the craft and skill of storytelling as a critical vehicle for creating impact on indicators.

## LA2050 AMPLIFIERS

Amplifying the LA2050 initiative itself.



**92**  
submissions

# YOUTH ENGAGEMENT

Providing youth with opportunities to experience positive development and transformation was a common trend across all indicators. Programs involving youth focused on leadership development, 21st century skill building, empathy cultivation, and emotional intelligence.

Strategies to deter gang involvement, reduce encounters with the juvenile justice system, and improve safety included: fostering public interactions with law enforcement, engaging youth in civic education, and empowering youth in information regarding juvenile rights. Programs adopted a holistic approach inviting parents, family, and community members to become involved. Several proposals made commitments to serve youth over an extended period of time, such as **Youth Policy Institute** proposing cradle-to-college support.

Projects aimed to tackle employment disparities early in order to reduce future income disparities. Several projects proposed to address the technological savviness and workforce readiness of youth, working students, and young adults.

## PUBLIC MATTERS

EMPLOYS YOUNG ADULTS TO STOCK LOCAL BODEGAS WITH FRESH PRODUCE AND SERVE AS LEADERS TO EDUCATE THE COMMUNITY ON HEALTHY EATING.

## SWIPES FOR THE HOMELESS

ENABLES COLLEGE STUDENTS TO SPEND EXCESS MONEY FROM CAFETERIA MEAL PLAN CARDS TO BUY FOOD FOR THE HOMELESS, INCLUDING HOMELESS COLLEGE STUDENTS.

HIGHLIGHTS FROM  
SUBMISSIONS INCLUDED:

TECHNOLOGY.



**53**  
submissions

# TECHNOLOGY

Leveraging technology to build LA’s future was a common trend across indicators. Submissions represented diverse implementation tactics, from websites to access existing community-based resources to new applications and games tackling indicator-specific issues.

Additionally, technology and entrepreneurship were identified as crucial in training the next generation of leaders to learn the skills needed to fulfill today’s job opportunities and to excel in the jobs of tomorrow.

Mobile applications enabling people to imagine, design, and build an inspired Los Angeles was also a dominant trend.

HIGHLIGHTS FROM  
SUBMISSIONS INCLUDED:

## YOUNG INVINCIBLES

A GAME APP ENGAGING AND EDUCATING YOUNG PEOPLE ABOUT NEW HEALTH INSURANCE OPTIONS AVAILABLE UNDER THE AFFORDABLE CARE ACT.

## HOME FOR GOOD

AN APP TO ENABLE REAL TIME MATCHING OF HOMELESS PEOPLE WITH CAPACITY AT SHELTERS.

## S(T)IMULATE LA

A GAME TO ENABLE PEOPLE TO LEARN ABOUT CITY PLANNING, THE ENVIRONMENTAL IMPACT OF URBAN PLANNING DECISIONS, AND CLIMATE CHANGE.

In the same vein, **PUBLIC SPACE** also emerged as a cross-indicator trend to allow Angelenos to reimagine the future of our region.



**36**  
submissions

# PUBLIC SPACE

Novel ideas for the use of public space arose across several indicators. Reclaiming unused public space to develop areas for green space such as parks or community gardens was a recurring trend. Targeted spaces included empty or abandoned property lots, school property, and unused city property, like discontinued rail lines. Angelenos envisioned repurposing unused spaces to promote physical activity, to grow fresh fruit and vegetables, and to increase access to parks.

Well-designed public spaces invite people to participate in shared experiences to strengthen communities, increase public presence in an area, and improve perceptions of safety.

**PARK IN A BOX**

TRANSFORMS UNUSED OPEN LOTS INTO A PARK.

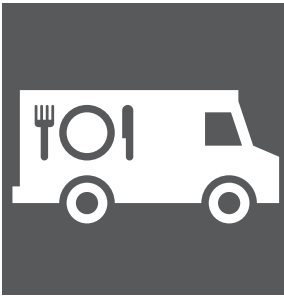
**UNDERGROUND ART WALK**

CREATES A PUBLIC ART SPACE IN AN ABANDONED TUNNEL SYSTEM.

HIGHLIGHTS FROM  
SUBMISSIONS INCLUDED:

Additionally, public spaces were identified as ideal locations for temporary events (farmer’s markets, food trucks, design labs, and creative events), in other words:

**POP-UP/MOBILE**  
projects and programs.



19  
submissions

# POP-UP/MOBILE

“Pop-up” events and mobile programs were an exciting trend in submissions. These projects reduce operating costs due to their mobile nature. By taking the projects to people, pop-up events leveraged free publicity from novelty while representing a nimble and adaptive approach that is easily tailored to serve LA’s diverse communities, especially in harder-to-reach areas or audiences.

Mobile submissions included a radio program which travels to diverse communities to broadcast its show, a pop-up arts and cultural event, and even a “classroom on wheels” which makes digital arts and multimedia literacy accessible to youth citywide.

HIGHLIGHTS FROM  
SUBMISSIONS INCLUDED:

## LA RIVER REVITALIZATION CORPORATION

PROPOSES TO BUILD AN EXPERIENTIAL AND MOVEABLE PARK ON THE LA RIVER TO TEST WHAT PEOPLE WANT IN THEIR PUBLIC SPACES ALONG THE LA RIVER.

## CIVIC PROJECTS

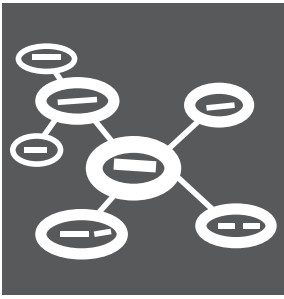
BRINGING AN URBAN FARM TO COMMUTERS AT A POP UP MARKET.

## LA-MÁS

PROPOSES TO BRING LOCALLY-GROWN, HIGH QUALITY PRODUCE TO ALL LOS ANGELES NEIGHBORHOODS VIA A CUSTOMIZED FLEET OF CLEAN, BIODIESEL FOOD TRUCKS.

A similarly nimble approach to problem solving was apparent in our next trend,

**DESIGN/  
INNOVATION.**



**34**  
submissions

# DESIGN/INNOVATION

Across indicators, the trend of design and innovation was dominant among submissions. Specifically, youth were exposed to design and innovation experiences as tools to develop their critical thinking skills and creativity.

Interestingly, a subset of design and innovation were proposals for maker/do-it-yourself (DIY) and hacker projects. These modes of design offer people resources to learn how to make things and hack by modifying what exists to make it work as they want. These submissions tended to create space for Angelenos to come together to partake in these activities, enhancing social connectedness and collaboration in problem solving.

 **NEVER BUILT LA**

AN EXHIBIT FACILITATING LEARNING DESIGN, ARCHITECTURE, AND CIVIC PLANNING FROM THE HISTORY OF UNREALIZED PROJECTS.

 **UEPI**

ENGAGES PEOPLE TO "PLAY" TOGETHER TO BUILD VISIONS FOR THE FUTURE OF LA AS THE FOUNDATION FOR CIVIC PLANNING RECOMMENDATIONS.

 **FROM LOT TO SPOT**

A DIY/MAKER MANUAL FOR RESIDENTS TO BUILD GREENSPACE WITHIN THEIR COMMUNITIES.

HIGHLIGHTS FROM  
SUBMISSIONS INCLUDED:

For some, design was reflected in a creative approach to problem solving. For example, several submissions challenged Los Angeles to transform the street itself into an undiscovered public space using human-centered design versus the current car-centric view of Los Angeles. This was a theme we were pleased to see mirrored in our next cross-indicator trend,

## TRANSPORTATION.





10  
submissions

# TRANSPORTATION

As explained in the LA2050 report, we made a conscious decision not to include transportation as an indicator, but we know transportation is a critical issue for Angelenos. Transportation affects access to health care, housing, jobs, education, and other services. Submissions focusing on transportation arose across all eight indicators.

Submissions in housing raised the issue of transportation as well as the interrelationship between the cost of transportation and housing. Projects proposed several ways to tackle this intersection by linking housing to transportation development.

Submissions addressing commuters included a program to make the bus free for college students and another which provided digital arts programming for bus riders to enjoy. Bike transportation surfaced as an unexpected factor to improve public safety by leveraging technology to reduce traumatic injury from cars with biker “approaching” signs. To make LA safe and accessible for bikers would improve public safety, improve physical activity, and increase use of clean/alternative transportation.

HIGHLIGHTS FROM  
SUBMISSIONS INCLUDED:

**WAYFINDER LA** 

AN APP TO FACILITATE NON-CAR ROUTING THROUGHOUT LA.

**GREEN OCTOPUS CONSULTING** 

EMPOWERS PEOPLE TO BIKE BY STRENGTHENING BIKE FRIENDLY RESOURCES IN COMMERCIAL DISTRICTS OF LA.

Other submissions proposed bike-friendly business districts and even a bike sharing program, an exciting example of the

**SHARING ECONOMY.**



**29**  
submissions

# SHARING ECONOMY

A surprising cross-indicator trend was the maximization of value by sharing resources, in other words the sharing economy. Traditionally, the sharing economy refers to economic and social systems enabling shared access to goods, services, data, and talent. From libraries to the laundromat, sharing is nothing new. However, several submissions leveraged the assets of Angelenos in new ways.

For example, a submission about using excess space capacity to alleviate housing issues included sharing unused space within homes. Additionally, one submission sought to share unutilized space on property lots to expand the number of legal, safe housing units available throughout LA.

Interestingly, these “collaborative consumption” projects mirror a trend we are seeing in the for-profit sector – with Airbnb and Lyft as the most well-known examples along with hundreds of other companies – to embrace sharing. And while sharing is nothing new, its potential to generate new opportunities for Angelenos is only just beginning.

Other projects harnessed the assets of low-income people to support each other. Such activities would help them realize economic stability through peer loans while expanding their economic growth and building community.

 **NETIYA**

FAITH-BASED INSTITUTIONS SHARE 10 PERCENT OF LAND FOR FOOD GARDENS TO SHARE WITH THE PUBLIC.

 **FOOD FORWARD**

BRINGS PEOPLE TOGETHER TO HARVEST PRODUCE AND REDISTRIBUTES IT TO FOOD CHARITIES.

 **MISSION ASSET FUND**

URNS PEER-TO-PEER SOCIAL LOANS INTO CREDIT HISTORY.

HIGHLIGHTS FROM  
SUBMISSIONS INCLUDED:

Economic growth and stability are also important aspects of our next trend,

**SOCIAL ENTERPRISE  
& ARTPRENEURS.**



29  
submissions

# SOCIAL ENTERPRISE & ARTPRENEURS

Business for social impact emerged as a common theme in several submissions. Social enterprises are for-profit businesses working to address social issues while generating a steady revenue stream. This profit enables enterprises to be less dependent on charity and more resilient during difficult economic times.

Several submissions came from social enterprises, and others sought to bring business savviness to the impact projects of changemakers and artpreneurs.

Providing access to business skills, training, and co-working space for both young and more established artists emerged as a mechanism to retain a steady corps of artists and creative professionals in the region.

HIGHLIGHTS FROM SUBMISSIONS INCLUDED:

## IMPACT FARMS



EMPLOYS LOW INCOME PEOPLE IN COLLECTIVELY OWNED FOR-PROFIT, HIGH TECH URBAN FARMS.

## STREET CRAFT LA



TEACHES STREET TAGGERS HOW TO BE CREATIVE ECONOMY ENTREPRENEURS BY DESIGNING AND PRODUCING PRODUCTS TO SELL.

## THE UNIQUE SPACE



A CO-WORKING SPACE WITH RESOURCES TO SUPPORT CREATIVE ENTREPRENEURS AND ARTISTS WITH A CENTER TO PERMANENTLY RETAIL GOODS.

Another strong trend which emerged from Los Angeles' rich creative community to address some of the problems Los Angeles faces was

## STORYTELLING.



**20**  
submissions

# STORYTELLING

Drawing on LA’s strength in the creative industry were several submissions revolving around storytelling. Submissions sought to inculcate the art of crafting a compelling narrative for Angelenos, especially in youth. Submissions emphasized developing Angelenos’ storytelling skills through writing, filmmaking, and performance.

**KCET MOBILE VOICES**

USES A MOBILE CLASSROOM TO MAKE DIGITAL ARTS AND MULTIMEDIA LITERACY ACCESSIBLE TO YOUTH.

**FILMANTHROPOS**

YOUTH BECOME STORYTELLERS AND ADVOCATES FOR THE ISSUES THEY WANT IMPROVED WITHIN LAUSD.

**LA CREATES**

PROVIDES MIDDLE SCHOOL STUDENTS WITH FILM TRAINING TO PREPARE KIDS FOR REALISTIC JOBS WHILE PROVIDING TRAINING IN TEAMWORK AND PROBLEM SOLVING SKILLS.

HIGHLIGHTS FROM SUBMISSIONS INCLUDED:

Some submissions also emphasized the story of LA2050 itself, thereby seeking to amplify the LA2050 initiative:

## LA2050 AMPLIFIERS.



**24**  
submissions

# LA2050 AMPLIFIERS

Surprisingly, a number of submissions specifically targeted the LA2050 initiative itself. These projects proposed leveraging technology to create learning games about the indicator issues, to track progress on the indicators, to encourage participation in social games, to deepen connection with the region through scavenger hunts, and to connect people with resources.

Other submissions aimed to use the creative capacity of Angelenos through participation in storytelling, film, design labs, creative activism, and art projects that engage people to build visions for LA's future together.

HIGHLIGHTS FROM  
SUBMISSIONS INCLUDED:

## LA CURRENTS



A DIGITAL MAP OF LA REFLECTING PROGRESS ON LA2050'S EIGHT INDICATORS.

## EVOLVE LA



A SOCIAL MOBILE GAME TO BRING PEOPLE TOGETHER AROUND LA2050 AND TO DIRECT FUNDING TOWARD FAVORED INDICATORS/ISSUES.

These projects amplify the impact of LA2050, engage Angelenos broadly in the LA2050 dialogue, and inspire action to build the future of LA.



## WHY THIS MATTERS

This report presents a snapshot of trends and patterns that emerged in the My LA2050 Grants Challenge. These submissions envision promising, dynamic ways to strengthen relationships between and among Angelenos as we imagine new opportunities to interact with our region. We hope the trends identified will inform further support and activities to improve the region, and serve as a resource for funders and social innovators as we work together to build LA's future.

## WHAT IS NEXT WITH LA2050?

Moving forward, our role is to continue as a catalyst, collaborator, and communicator to drive and track progress for Los Angeles. The indicators identified in the LA2050 Report serve as a dashboard – a reference by which to check in on the health of the region. In addition to grantmaking, research, and reporting, LA2050 will continue to curate and host events, activations, and digital meetups – all of which work to elicit and implement Angelenos' visions to improve the region.

## DRAFT LA2050 GOALS

We believe that in order to track and drive progress, Angelenos must be united by a shared vision of success for the region. We have developed a series of draft goals for LA in the year 2050 – drawn from citizen visions, our LA2050 report, and input from advisors and partners. The finalized goals will help influence LA2050's activities in 2014 and beyond.

#LA2050Listens is a series of events led by local organizations to solicit feedback on the draft LA2050 goals from a broad and representative group of Angelenos. Learn more here ([la2050.org/goals](http://la2050.org/goals)).

## STAY INVOLVED

We believe in the power of Angelenos to shape the future of our region. Join the conversation and contribute by attending one of our online or offline events, signing up for our **newsletter**, or using #LA2050 on **facebook**, **twitter**, or **instagram**. You can also email us at **[connect@la2050.org](mailto:connect@la2050.org)**. We look forward to hearing from you!

# ACKNOWLEDGMENTS

The Goldhirsh Foundation and LA2050 would like to pay tribute to the incredible 279 proposals that participated in the My LA2050 Grants Challenge (as listed in Appendix I, below). Your ideas, solutions, and innovations are what inspired us to create this report. Thank you for sharing your vision for the future of Los Angeles.

## APPENDIX I: My LA2050 Grants Challenge Submissions

Please click on the organization name to learn more about their submission.

### ARTS & CULTURAL VITALITY

A+D Architecture and Design Museum  
Antigua Coffee House  
Art Share LA  
Arts Council for Long Beach  
Arts for LA  
cARTel  
Center for Conscious Creativity  
Cheshire Moon Inc.  
CRE Outreach  
Create LA  
design east of La Brea  
DIYFO  
DUBLAB  
Electronic Music Alliance  
Fallen Fruit  
Filipino Migrant Center  
For Learners of All Ages  
ForYourArt  
Freewaves  
Great Leap, Inc.  
Hammer Museum  
HOLA  
Hollywood HEART  
Human Resources LA  
Imagination Foundation  
KCETLink  
LA Dept of Cultural Affairs  
LA STAGE Alliance  
LARoB  
LAXART  
Levitt Pavilions  
Machine Project  
MLoveizm  
Pasadena Arts Council  
REDCAT  
reDiscover Center  
Ryman Arts  
Slake: LA  
Stephen Glassman Studio  
String Theory Productions

Team Friday  
Thank You For Coming  
The City Project  
The Gabriella Foundation  
Tia Chucha's Centro Cultural & Bookstore  
UCLA William Andrews Clark Memorial Library  
UNIQUE LA  
Valle Artists

### EDUCATION

826LA  
Alliance College-Ready Public Schools  
Alliance for a Better Community  
Asian American Drug Abuse Program, Inc.  
Boys & Girls Club of Mar Vista Gardens  
Boys & Girls Club of Venice  
Bright Star Schools  
California Community Foundation  
CARECEN  
CityLife LA  
CitySourced, Inc.  
Collaborative Tutoring  
College Track  
Communities in Schools of LA  
David Lynch Foundation  
EDDEFY  
Education Pioneers  
Educating Young Minds  
Educators 4 Excellence  
El Rio Schools  
ESP  
Evo Farm  
Filmanthropos  
First Star, Inc.  
Foster Care Counts  
Fulfillment Fund  
GlobalGirl Media  
Harmony Project  
i.am.angel Foundation  
IHADLA

Individual Systems  
Jumpstart LA  
KCET Departures  
Kids Progress Inc.  
KIPP LA Schools  
LA Dept of Recreation and Parks  
LA Makerspace  
LA Youth Orchestra  
LA's Promise  
LAUP  
Learn to Be Foundation  
Minds on Fire  
Muir Ranch  
MUSEK  
MyARC  
Neighborhood Youth Association  
No Right Brain Left Behind + Green Dot Schools  
Pacesetter Productions  
Parent Revolution  
PF Bresee Foundation  
Playworks  
Project LESS  
Pullias Center for Higher Education  
Quality of Life Center, Inc.  
RFK LA  
Skoolbo LTD  
smartestk12  
Step Up Women's Network  
Teach for America - LA  
The Advot Project  
The Children's Nature Institute  
The HeArt Project  
UCLA Labor Center  
Urban TxT  
Walking Shield, Inc.  
WriteGirl  
Young Warriors  
Youth Policy Institute

## ENVIRONMENTAL QUALITY

APIOPA  
Arts:Earth Partnership  
Cal Poly Pomona Foundation, Inc.  
California Greenworks  
Contra Costa County Climate Leaders Program  
City Earthworm  
Climate Resolve  
Communities for a Better Environment  
Community Health Councils, C-Lab, 596 Acres  
Council for Watershed Health  
EnrichLA  
Environmental Changemakers  
ERW DESIGN + SALT Landscape Architects  
From Lot to Spot  
Grades of Green  
Grain of Sand  
Heal the Bay  
HoneyLove

Industrial District Green  
LA Food Policy Council  
LA Forum for Architecture and Urban Design  
LA Neighborhood Land Trust  
LA Riverside Country Club  
LACAUSA  
Mia Lehrer + Associates  
Million Trees LA  
Move LA  
National Park Service  
NativLA  
Natural History Museum of LA County  
Netiya/Seeds of Hope  
Pacoima Beautiful  
Pershing Square Park Advisory Board  
RiverLanding Collective  
Sustainable Works  
Take Back the Grid  
The Learning Garden  
The River Project  
Urban Reclaim  
Venice Art Crawl  
WayfinderLA

## HEALTH

Alzheimer's Association, California Southland Chapter  
Brain Tumor/Neuro-Oncology Clinic at LACUSC  
Civic Projects, Osborn, WLCAC, and Project Food LA  
Curious Catalyst  
Eagle Rock Yacht Club  
Garden School Foundation  
InsightLA  
LA County Perinatal Mental Health Task Force  
LA Fund for Public Education  
LA Trust  
LA Walks  
LA-Más, Inc.  
Lybba  
Peer Health Exchange  
Prototypes  
Public Matters  
SCCOG  
The Waters Wheel, LLC  
UCLA Dept of Architecture and Urban Design  
Young Invincibles

## HOUSING

Affordable Living for the Ages  
Angelenos Against Gridlock  
cityLAB UCLA  
daKAH Hip Hop Orchestra  
GWHFC  
Invisible People  
Jenesse Center, Inc.  
Public Counsel  
Reach for the Top, Inc.  
Skid Row Housing Trust  
Swipes for the Homeless  
TRUST South LA  
United Way of Greater LA  
UNITEDLAB  
US Vets



ValhalLA

## **INCOME & EMPLOYMENT**

58-12 Design Lab  
ADVANCE  
Coalition of Mental Health Professionals, Inc.  
Downtown Women's Center  
Droplabs  
ELACC & LURN  
First Look West  
i.am.angel Foundation  
ImPact Farms, Inc.  
LA Cleantech Incubator  
La Loma Development Company  
LAANE  
Lambda Theta Nu  
LAMCII  
Mission Asset Fund  
NFTE  
Opportunity Fund  
Sabio  
Streetcraft  
Strivers.LA  
The Last Bookstore  
Urban Macrosystems

KCETLink  
Keely Hopkins & Associates  
LA Commons  
LA Currents  
LA River Revitalization Corporation  
Liberty Hill  
LIFT LA  
LTSC CDC  
Materials & Applications  
Mighty Companions  
New America Foundation  
Oasis USA  
One Day on Earth  
Outfest  
Participlay  
Project Food LA  
South Bay Center for Community Development  
St. John the Baptist Social Services  
The Huntington-USC Institute on CA and the West  
The LA Kitchen  
The Relational Center  
ThrdPlace  
Union de Vecinos  
Urban & Environmental Policy Institute  
verynice  
Youth Speak Collective

## **PUBLIC SAFETY**

Advancement Project  
Alma Family Services  
Bike LA 2050  
CitySourced, Inc.  
Communities in Schools of San Fernando Valley, Inc.  
Community Coalition  
HELPER Foundation  
Hive Lighting  
Homeboy Industries  
Kreative Images Foundation  
LA CAUSA  
Peace Over Violence  
Women Against Gun Violence

## **SOCIAL CONNECTEDNESS**

Alliance for Climate Education  
American Red Cross LA Region  
API Equality LA  
Big Sunday  
California African American Museum  
California Calls  
Children Mending Hearts  
Children's Bureau  
CicLAvia  
Community Builders Resource Network  
Courage Campaign  
Creative Visions Foundation  
Dear Los Angeles  
Do Good Bus  
ENGAGE  
FLARB LLC  
Food Forward  
Green Octopus Consulting  
Institute for Nonviolence in LA  
Jemmott Rollins Group  
Jovenes, Inc.

# APPENDIX II: Metrics from the LA2050 Report

Though each submission in the My LA2050 Grants Challenge targeted one primary indicator from the LA2050 report, the majority of submissions addressed how their project would impact metrics tied to several indicators. When all metrics are considered, the distribution of how often a project addressed a metric was surprising. Measuring connections made between Angelenos (Social Connectedness) was addressed the most (205 out of 279 submissions), and median sales prices (Housing) the least.

The graphic below shows how frequently each metric was addressed within the submissions.

## ARTS & CULTURAL VITALITY

- Presence of opportunities for cultural participation (123)
- Participation in cultural and artistic activities (101)
- Support for cultural participation (56)
- Access to the arts for diverse populations (87)
- Number of artists who are self-identifying as artists that paid tax (38)
- Arts education in schools (16)

## EDUCATION

- Test scores (43)
- High school completion and drop-out rates (48)
- College-going rates (33)
- Preschool participation (6)
- Afterschool and summer school enrichment programs (78)
- Students are graduating college workforce ready (19)
- Students have access to health and emotional care (14)

## ENVIRONMENTAL QUALITY

- Proximity to parks and access to open space (43)
- Air quality (14)
- Water supply and quality (18)
- Climate change (15)
- Clean energy and transportation (23)

## HEALTH

- Rates of chronic disease (11)
- Access to healthcare (12)
- Mortality and morbidity (1)
- Access to healthful and affordable foods (36)
- Physical activity (52)
- Care for the aging (2)
- Ease of walkability (4)

## HOUSING

- Vacancy rates (2)
- Median rent (2)
- Median sales price (1)
- Housing affordability (10)
- Homelessness rates (16)
- Length of commute (3)

## INCOME & EMPLOYMENT

- Employment and unemployment rates (27)
- Household income (9)
- Poverty rates (23)
- Family supportive wages (6)
- New business and new jobs (22)
- Technical and professional training (42)
- Access to necessities (education, healthcare, clean water, housing, etc.) (20)
- LA is business friendly (21)
- Promote growth in professions where LA has intrinsic advantages (68)

## PUBLIC SAFETY

- Per capita crime rates (7)
- Perceptions of crime and safety (28)
- Trauma and chronic trauma rates (6)

## SOCIAL CONNECTEDNESS

- Volunteerism (78)
- Voting (11)
- Civic and social engagement (120)
- Connections between Angelenos (205)
- Immigration rights (4)

# APPENDIX III:

## Alternative Metrics Not Featured in the LA2050 Report

Several submissions revealed how their projects would impact metrics which were not mentioned in the LA2050 report. For example, eight submissions looked at how their projects would impact high school students' ability to graduate college ready, and 10 submissions measured the family's connection with the school community.

Please see below for a full list of alternative metrics.

### Arts & Cultural Vitality

15 access to opportunities for creativity, design/innovation, 21st century storytelling technology/tools, opportunities that stimulate imagination, critical thinking skills, creative problem solving  
8 art/culture as driver of economic development/economic revitalization, community development or community strengthening (creative placemaking)  
6 access to affordable business resources for artists  
5 use of public space / of unused/underutilized space transformed into art/cultural resource/project  
4 diversity of contributors/participants  
4 access to arts/culture/performance participation/dance for youth  
2 access to creative space  
2 arts/cultural drivers for health & reflection/as healing resource  
2 access to information about historical landmarks in a neighborhood  
2 multimedia art/multimedia literacy  
2 amplifier of arts / culture indicator  
1 number of businesses owned by artists  
1 support for local artists  
1 public awareness campaign about creative capital  
1 arts and cultural support for social issues  
1 arts and cultural resources being environmentally friendly  
1 money avoided purchase costs (recipient/buyer)

### Education

*Education/ Workforce readiness*  
8 high school students graduate college/career ready, 21st century skills proficient and tech savviness  
5 opportunities to work for high school students  
3 access to opportunities to learn technology  
4 students graduating high school are „life“ ready / life skills  
4 students graduate high school career/college ready / college readiness preparation  
1 technical literacy/proficiency  
2 literacy / numeracy

### *Education/ Mentoring - Achievement*

18 access to mentoring , tutoring and/or 1:1 academic support  
7 parent/family/community involvement / engagement in school  
7 academic performance / on time advancement / reduce the achievement disparity  
7 college graduation rates for low-income students / foster youth  
6 support for college completion  
4 commitment to support youth over time  
4 cradle to career / college support / access to information to help get into college  
3 holistic approach to child / holistic and stable environment for foster youth  
2 adult mentoring through difficult transitions / access to mental health and counseling resources  
2 peer to peer mentoring programs  
2 access to technology-assisted learning / participation/use of digital learning resources

### *Education/ School*

9 school attendance / missed days  
8 access to a recreational outlet and physical activity at school  
7 education about environmental friendly behaviors & habits  
7 access to healthy foods at school  
5 access for students to physical sports  
4 access to playground / to safe playgrounds and participation in recess games  
2 an actively used library/ a well-used school library  
2 empowerment for classroom teachers / opportunities to innovate classroom strategies  
2 access to nature for children / inner city kids  
2 greenspace/garden at every school  
2 at-risk youth avoid incarceration / at-risk youth not involved with justice system  
1 homeless college students  
1 compost access at school  
1 youth mental health/emotional wellbeing  
1 personalized curriculum  
1 opportunities to advocate for curricular improvement

#### *Education/ Problem solving skills*

- 14 participation in activities for creative problem solving, access to creative problem solving skills / resources for people to learn new skills (design, DIY, upcycling)
- 10 access to conflict management and collaboration skills
- 3 problem based learning in education / STEM problem based learning
- 3 opportunities to excel and achieve mastery / competence
- 2 youth using 21st century learning tools / tech in school/after school programs
- 1 access to tools to help with personal organization
- 1 teamwork in school curriculum

#### *Education/ Development - Empowerment*

- 10 access to educational arts opportunities: self-expression, competence building activities, performance/shows, music, collaboration and production
- 7 opportunities to learn storytelling/narrative and access to 21st century storytelling tools
- 5 character development: responsibility, commitment, community, self-discipline, confidence
- 5 opportunities to develop emotional intelligence and build empathy
- 2 opportunity to learn and practice creativity and critical thinking skills
- 2 youth learn social entrepreneurship / opportunities to learn about business
- 1 teens empowered in their voice
- 1 access to human development resources for youth living with HIV/AIDS
- 1 access to enriching after school programs
- 1 access to quality preschool opportunities for low-income and ELL children
- 1 youth have access to resources that enable impact all indicators
- 1 opportunities for students to be empowered and have their curiosity stimulated
- 1 public speaking opportunities
- 1 access to arts therapy for youth

#### *Education/ Lifelong learning – Adult learning*

- 5 adult learning & skills training / life long learning (re-education, project management)
- 1 arts learning for adults

#### *Education/ Leadership*

- 7 youth civic engagement, participation and volunteerism
- 4 youth leadership development/training
- 3 leadership opportunities from elementary school through college
- 2 students have a voice in urban planning / students learn about urban planning issues
- 1 youth advocacy tool
- 1 access to education about urban planning and design/architecture
- 1 global citizenship
- 1 cross cultural understanding

#### **Environmental Quality**

- 6 environmentally friendly behavior awareness and behavior change
- 5 environmental literacy / education about energy, water & electricity efficiency
- 5 business participation in environmental practices
- 5 waste reduction
- 4 safety of public transportation (bike safety, bike accidents, bus safety, walking)
- 4 vacant lots converted to greenspaces
- 4 noise pollution
- 4 advocacy / impact of advocacy on policy
- 3 policy engagement / impact of policy changes
- 3 pollutants removed from the air
- 3 access to/participation in recycling, opportunities to reuse, recycle, repurpose
- 3 environmental engagement/activism for greenspaces
- 3 new trees planted
- 2 access to safe alternative transportation (biking / walk to school)
- 2 use of public transit
- 2 use of renewable energy sources/of existing natural resources
- 2 reduce energy consumption
- 2 emissions reduction
- 2 opportunities to learn/practice environmental stewardship
- 2 access to gardening / farming acreage converted / compost
- 2 use of public parks as indicator of environmental quality- health-safety
- 2 clean tech enterprises
- 2 biodiversity flourishing
- 2 heat island effect
- 2 civic planning / make city planning decisions accessible
- 1 use of existing environmental friendly solutions (cool roofs)
- 1 use of climate friendly solutions by government/public properties
- 1 access to affordable public transportation for students
- 1 bike friendly commute
- 1 people who walk as clean transport
- 1 biomimicry model
- 1 environmentally friendly retrofits
- 1 unused materials used
- 1 reduction of water consumption (use of rain barrels)
- 1 promote water habitat restoration
- 1 reduced carbon footprint of purchases
- 1 business & art/cultural resources certify as environmentally responsible

- 1 food waste reduction
- 1 food deserts elimination creating access to fresh garden fruit/vegetables
- 1 environmental impact of food sources (for big institutions)
- 1 number of tons diverted from the landfill
- 1 avoided waste disposal costs (donor/seller)
- 1 environmentally friendly packaging
- 1 access to place for stress reduction/public center for meditation
- 1 access to education about gardening
- 1 tree trimming
- 1 tree cover
- 1 bioregeneration
- 1 readings and utilization reduction in low-income areas (energy, electricity and water)
- 1 water monitoring data
- 1 environmental monitoring by geographic location (reduce disparity between areas)
- 1 bee population
- 1 pesticide use
- 1 beach (clean ups, trash)
- 1 education about environmental impact of urban planning decisions
- 1 environmental-friendly design/architecture

#### Health

- 13 mental health: awareness, access, service utilization
- 7 access to physical activity that includes farming/gardening, dance/movement
- 7 access to stress-releasing activity
- 7 access to learning about health education, healthy living and healthy eating
- 4 substance abuse/addiction / recovery program participation / sobriety
- 3 healthy/affordable food served
- 2 (self) management of chronic disease
- 2 chronic disease in youth
- 2 suicide rates / teen suicide rates
- 2 domestic violence
- 1 malnutrition among poor/homeless
- 1 use of public transit
- 1 ease of walkability- including safety of walk
- 1 access to space to play
- 1 wellness resources for youth living with HIV/AIDS
- 1 healthy decisions by youth
- 1 teenage pregnancy rates
- 1 access to conflict resolution
- 1 access to recess/games in elementary school
- 1 access/exposure to live dance/performing arts for teens
- 1 arts for health and healing programs
- 1 able to remain in independent living as long as possible
- 1 older adults living independently when able
- 1 early detection of Alzheimer's/dementia
- 1 advance life/care planning for older adults
- 1 access to preventative care
- 1 caregiver support
- 1 oral health access
- 1 air quality for respiratory health
- 1 early diagnosis of chronic disease
- 1 auto-immune disease rates
- 1 vaccination rates
- 1 access to coordinated, multi-disciplinary care
- 1 access to language appropriate care delivery
- 1 access to research and latest treatments
- 1 access to clinical research
- 1 access to affordable health insurance
- 1 supplies for emergency preparedness
- 1 obesity rates within a geographic area
- 1 participation in a CSA

#### Housing

- 3 resources for homeless children
- 2 eco-appropriate, affordable housing, (environmental friendly) public housing
- 2 resources for youth homeless
- 2 length of homelessness for newly homeless
- 1 first time homeless rate
- 1 number of homeless persons housed
- 1 number of days between a person being identified on streets and given his/her keys
- 1 number of chronically homeless persons filling out housing applications
- 1 access to affordable housing
- 1 access to legal, safe housing
- 1 number of illegal housing structures
- 1 housing retention
- 1 resources to navigate housing issues
- 1 mobile home units, mobile home access points

- 1 community engagement to address homeless issues
- 1 community participation in community development initiatives
- 1 intergenerational households
- 1 resources for homeless college students
- 1 family-centered homeless solutions
- 1 housing for children with a mother in prison
- 1 reduced number of food deserts throughout LA
- 1 access to fresh fruits/veg within radius of house
- 1 land use relationship to property values
- 1 access to public transportation
- 1 use of public transportation
- 1 perceived safety of public transportation
- 1 satisfaction measured for customers of city services

#### **Income & Employment**

- 3 graduating students find paying jobs
- 3 youth / college student employment
- 2 youth training in employable skills (writing/storytelling/publishing, business)
- 2 promote STEM profession readiness for low-income youth
- 1 break cycle of poverty for foster youth
- 2 youth exposed to social entrepreneurship
- 6 art/culture as driver of economic revitalization / economic revitalization
- 4 diversity in entrepreneurs and technology
- 3 professional development and self management resources
- 3 use of unused/under-utilized resources / vacant retail spaces for economy growth
- 2 arts participation in community development (creative placemaking)
- 2 employment for people after prison, veterans and former gang members
- 2 financial planning, advance care planning for elderly
- 2 job retention for PT workers
- 2 (number of) sustainable social impact enterprise (self or external-bcorp)
- 1 economic viability of art/culture ventures
- 1 independent contracts / small businesses that donate/in kind to social impact
- 1 clean tech jobs
- 1 engaged seniors as knowledge volunteers
- 1 reduce human trafficking
- 1 placements for Americorps
- 1 participation in a CSA
- 1 new credit scores for those without any credit history / credit history,
- 1 new participation in economic system / understanding money & savings
- 1 new hires in small businesses
- 1 ease of access to employment opportunities
- 1 employees are paid minimum / fair wages
- 1 access to investment/ownership opportunities for lower wage workers
- 1 small business revenue
- 1 small business failure rates decline
- 1 revenues earned (donor/seller)
- 1 jobs created / job created or retained
- 1 promote connections between businesses
- 1 businesses support bike access to their establishments
- 1 reduction in amount spent on commute (by using public transit)
- 1 employment for homeless
- 1 diversity in new hires
- 1 employment rates by race/ethnicity
- 1 minority ownership in growth ventures
- 1 access to leadership development for young adults/first hires
- 1 training programs for workforce readiness
- 1 opportunities to learn about advocacy/policy relevant to one's profession
- 1 employment rates broken down by different communities (ethnic/geographic)

#### **Public Safety**

- 9 reduce youth crime rates/ juvenile delinquency
- 6 reduce domestic violence / domestic violence rates
- 3 reduce gang participation / gang related incidents
- 2 increase/enhance citizen participation in crime stopping & community safety
- 2 reduce juvenile encounters with law enforcement
- 2 reduce sexual assault /sexual assault rates
- 2 school attendance/dropout/ truancy rates
- 1 address PTSD/violence by people exposed to violence
- 1 violent crime / property crime
- 1 family connectedness
- 1 community connections
- 1 reduction of recidivism
- 1 adjudicated youth
- 1 foster children who end up in jail after graduating out of foster care
- 1 use of public space as metric of safety
- 1 bike injury/death

## Social Connectedness

- 10 family connectedness / family connection with school community
- 7 connection between Angelenos and their environment in shared cultural/arts events
- 5 advocacy: participation in advocacy / opportunities to learn about advocacy
- 3 global citizenship / connections between Angelenos and the world
- 3 participation in residential/neighborhood community activity
- 3 building empathy
- 2 storytelling/narrative (as an advocacy tool)
- 2 community built-maintained projects
- 2 access to justice / access to express complaints with public officials
- 2 emotional intelligence
- 1 application of the parent trigger law
- 1 participation in community transformation projects
- 1 awareness about urban planning and civic design
- 1 efficient use of un/underutilized resources
- 1 understanding of civic institutions
- 1 measuring impact by neighborhood blocks
- 1 assess participation by geographic community (neighborhood blocks)
- 1 community based emergency preparedness plans / resources
- 1 quality & satisfaction with social services
- 1 collaborative consumption through neighborhood project
- 1 shared resources like community farmer's market
- 1 participation in crowd-sourced map voting
- 1 participation in public policy and civil planning
- 1 awareness about key justice issues (human trafficking)
- 1 attention to include diversity
- 1 empathy between different groups within a region
- 1 crowdsourced information
- 1 opportunities for positive relationships between foster youth-adults
- 1 social network familiarity—how familiar is one person with the rest of your social circle
- 1 relational leadership
- 1 access to leadership opportunities for kids
- 1 participation on board for arts/culture organizations
- 1 connecting nonprofits to amplify their impact and reduce redundancy
- 1 capacity building/leadership development for nonprofits
- 1 in kind donations

## Other

- 21 enables impact / action on other indicators
- 6 pilot leads to spread/growth/next stage within the city or viral spread to other cities
- 5 effective use of underutilized resources and/or maximized utilization of resources
- 4 participation of businesses/large institutions in project
- 4 sharing economy / collective consumptions activities
- 4 public space: use of public space by community
- 2 ease of commute / sources of positive reflection on commute
- 2 technology solution (versus human solution)
- 1 use of online tools to enable offline activity
- 1 open data
- 1 creative economy
- 1 DIY / Maker engagement
- 1 ability to have critical reflection on art, architecture, design
- 1 storytelling/narrative skill development
- 1 art/culture as driver of economic development
- 1 food recovered / redistributed
- 1 intergenerational effects
- 1 number of families/individuals/organizations assisted
- 1 leverage resources in an innovative way
- 1 preservation of cultural landmarks
- 1 special needs sensitivity/human centered approach
- 1 integrated services
- 1 slow products (rather than fast/disposable)
- 1 reduced operating costs
- 1 access to justice
- 1 awareness of civic rights and responsibilities
- 1 promotes civic equality
- 1 civic participation with law enforcement
- 1 empathy building
- 1 peer to peer model
- 1 stewardship
  
- 3 issue-based education
- 3 behavior change following intervention
- 2 youth leadership opportunities / character development
- 2 empowering students to raise issues for advocacy /policy/decision makers
- 1 engaging adults in youth education advocacy
- 1 project makes a holistic commitment to the youth
- 1 school as a hub for community services

# **GOLDHIRSH FOUNDATION**

Written in collaboration with Kate Michi Ettinger and Maite Hernandez Zubeldia  
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