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#LA2050LISTENS



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#LA2050Listens

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 believe that in order to track and drive progress, Angelenos must first be united by a shared vision of success for the region. In 2013, we asked Angelenos to share their vision for the future of Los Angeles. Next, we developed a series of draft goals for LA in the year 2050 – drawn from citizen visions, our LA2050 report, the 279 My LA2050 submissions, and input from advisors and partners.

We wanted to hear expert and community feedback on these draft goals. So, we launched a series of five expert roundtable events and #LA2050Listens – a series of events led by local organizations to solicit feedback on the draft LA2050 goals from a broad group of Angelenos.

With an open call for submissions, we asked local organizations to submit ideas on how they would engage their community around the draft goals. We provided twenty organizations with \$5,000 grants apiece to launch public engagement events about the future of Los Angeles. Between March 20th and April 30th, 2014, local organizations hosted #LA2050Listens events to work with their community to provide feedback on LA2050's draft goals, and help design the future of LA.

The finalized goals will help influence LA2050's activities in 2014 and beyond.

#LA2050Listens

The winners were:

- Antioch University Los Angeles
- Art of Leadership, University of Southern California
- Central American Resource Center of California
- Downtown Women's Center
- Fernandeno Tataviam Band of Mission Indians
- filmanthropos
- From Lot to Spot
- Heart of Los Angeles
- KCHUNG and Thank You For Coming
- LA Commons
- LA-Más
- LA River Revitalization Corporation
- LA Streetsblog
- Los Angeles Walks
- LIFT Los Angeles
- railLA
- T.R.U.S.T. South LA
- The Hub LA
- USAC Office of the President
- Violence Prevention Coalition

#LA2050Listens Demographics

#LA2050Listens grantees engaged more than **30,000 Angelenos**, from Central LA to the San Fernando Valley.

Engagement methods ranged from community conversations over **basket weaving** to a **storytelling summit** at MacArthur Park, a “**sidewalk engagement**” session, and even a **radio show** where Angelenos were able to chat live and discuss their vision for the future of LA.



#LA2050Listens

Demographics

NEIGHBORHOODS

24 percent of participants
16 percent of participants
14 percent of participants
11 percent of participants
8 percent of participants

Central LA
South LA
East LA
West LA
San Fernando Valley

AGE RANGE

27 percent of participants
25 percent of participants
13 percent of participants
13 percent of participants
12 percent of participants
10 percent of participants

25-32
33-40
19-24
50+
12-18
41-50

#LA2050Listens

Demographics

RACE/ETHNICITY

27 percent of participants
20 percent of participants
14 percent of participants
14 percent of participants
11 percent of participants
7 percent of participants
4 percent of participants

Latino(a)/Hispanic
White/Caucasian
Asian American/Pacific Islander
Black/African-American
Multiracial/Mixed race
Middle Eastern
Native American, Indigenous,
American Indian

INCOME

65 percent of participants
35 percent of participants

Self-identified as low income
Self-identified as middle or upper
class

GOAL STATEMENTS

1. LA is the best place to LEARN
2. LA is the best place to CREATE
3. LA is the best place to PLAY
4. LA is the best place to CONNECT
5. LA is the healthiest place to LIVE

Your Feedback: #LA2050Listens Data

GOALS

9/10

Overall, 9 out of 10 participants felt the draft goals represented their vision for Los Angeles in 2050.

LA IS THE BEST PLACE TO LEARN

RELEVANCE RATING: 9/10

Relevance was reported on a scale from 1 to 10 (10 being the most relevant), based on how the goal resonated with the community and whether it was seen as a priority for the community.

Quantitative Metrics Proposed by #LA2050Listens Participants:

- Increased funding for students (education spending per pupil)
- Hiring more quality teachers (number of credentialed teachers, student-teacher ratios with [1:6 defined as ideal])
- Number of businesses that partner with local schools
- Student loan debt (with the goal that the average student debt load decreases over time)
- Truancy rates
- Number of suspensions and expulsions
- College completion rates
- Number of internship or summer hiring programs
- Instruction in bilingual programs
- Enrolment in trade schools
- Multi-lingual learning opportunities

Qualitative Metrics Proposed by #LA2050Listens Participants:

- Student evaluations of teachers as part of teacher assessments
- Students' perception of safety
- Metrics to track parents' access to and communication with teachers

Popular LA2050 Metrics:

- Instruction in arts education
- Graduation rates
- Enrolment in early education programs

Suggestions and Critiques:

- There was concern regarding whether or not measuring only Language Arts and Math proficiency was a good way to measure success
- Metrics may not capture students' ability to be creative, independent, and expressive thinkers
- That language could call out underserved groups (i.e., underachievers, at-risk youth, English learners) more specifically
- Metrics should be more focused on middle school youth as well

LA IS THE BEST PLACE TO CREATE

RELEVANCE RATING: 7.5/10

Relevance was reported on a scale from 1 to 10 (10 being the most relevant), based on how the goal resonated with the community and whether it was seen as a priority for the community.

Quantitative Metrics Proposed by #LA2050Listens Participants:

- Number of job training programs for immigrants
- The number of women employed in creative jobs
- Arts funding in the public school system
- Employment opportunities for formerly incarcerated individuals
- Investment in public art
- Number of rent-controlled units

Qualitative Metrics Proposed by #LA2050Listens Participants:

- Number of area-based artists making a living off their craft
- Look at creating better jobs for women
- Look at LA's ability to reach emerging markets in Latin America, Africa, and Southeast Asia
- Campaign for community murals and legal graffiti
- Programming at arts institutions that are accessible to low-income residents
- Financing business for entrepreneurial Skid Row residents
- Preparing youth in high school for the challenge of business ownership
- A measure of how much industries are giving back to communities

Popular LA2050 Metrics:

- Number of minority- and women-owned businesses
- Employment in the creative industries
- Arts establishments per capita

Suggestions and Critiques:

- The sectors highlighted in the goal emphasize a professional workforce

LA IS THE BEST PLACE TO PLAY

RELEVANCE RATING: 8.5/10

Relevance was reported on a scale from 1 to 10 (10 being the most relevant), based on how the goal resonated with the community and whether it was seen as a priority for the community.

Quantitative Metrics Proposed by #LA2050Listens Participants:

- Miles of bike lanes
- Percentage of tree canopy cover
- Measure for pedestrian safety
- Number of homeless individuals
- Amount of evening programming in public spaces
- Number of smaller-format public spaces (e.g., greenways, parklets, and public plazas)

Qualitative Metrics Proposed by #LA2050Listens Participants:

- Number of safe passages to parks and schools
- Measuring the overall quality of play
- Cleanliness of streets and parks
- Making streets safe to walk or ride a bicycle (both in terms of increasing overall public safety and building more infrastructure for bicyclists and pedestrians)
- Number of work hours required to support a family (goal would be that everyone works eight hours a day)
- Number of gangs

Popular LA2050 Metrics:

- Access to open space and park facilities
- Percentage of residents who feel safe in their neighborhoods

Suggestions and Critiques:

- Use of park and open space by different ages and socio-economic levels
- Detail perceptions of public safety by gender

LA IS THE BEST PLACE TO CONNECT

RELEVANCE RATING: 8.5/10

Relevance was reported on a scale from 1 to 10 (10 being the most relevant), based on how the goal resonated with the community and whether it was seen as a priority for the community.

Quantitative Metrics Proposed by #LA2050Listens

Participants:

- Jobs/housing balance
- Access to free WiFi
- The number of open street gatherings
- Job access

Qualitative Metrics Proposed by #LA2050Listens

Participants:

- Reducing graffiti
- More efficient public transit
- Establish a metric that speaks to collaboration
- Access to quality transit

Popular LA2050 Metrics:

- Median travel time to work
- Rates of volunteerism
- Rates of homelessness
- Walk/transit/bike score
- Number of public transit riders
- Residential segregation

Suggestions and Critiques:

- Metrics need to more explicitly linked to the goals and outcomes
- None of the connect targets reference engagement in one's local neighborhood. We need to directly increase people's connections to their own neighborhood, whether it is patronizing local businesses, volunteering at a neighborhood school or hanging out at a local park.

LA IS THE HEALTHIEST PLACE TO LIVE

RELEVANCE RATING: 9.2/10

Relevance was reported on a scale from 1 to 10 (10 being the most relevant), based on how the goal resonated with the community and whether it was seen as a priority for the community.

Quantitative Metrics Proposed by #LA2050Listens

Participants:

- Number of affordable housing units constructed
- Miles of streets and sidewalks that are in disrepair
- Number of community gardens
- Reduce income disparity (GINI coefficient)
- Access to clean water
- Include access to affordable healthy food
- Percentage of energy from renewable sources

Qualitative Metrics Proposed by #LA2050Listens

Participants:

- Measure the amount of trauma suffered by residents, with the goal of reducing the overall figure

Popular LA2050 Metrics:

- Access to healthy food
- Healthcare cost burden
- Exposure to air toxins
- Rates of homelessness
- Obesity rates

Suggestions and Critiques:

- Should also address affordability
- The goals should explicitly speak to the need for healthy living conditions and habitability for homes

LA2050 GOALS + METRICS

Based on this feedback, we added new metrics to the LA2050 Goals (changes are in color, whereas the old language is in white).

In cases where data is insufficient or not yet available, we included a list of “dream metrics” which – when data becomes available – we hope to track.

We hope LA2050 can raise awareness of which metrics actually matter to Angelenos, and what we should be tracking in order to be successful.

LA IS THE BEST PLACE TO LEARN

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

By 2050, all Los Angeles students will have access to early education programs, every high school student will graduate college or career ready, and LA will have capitalized on its concentration of higher education facilities to foster new businesses, advance research, and spur innovation.

LA IS THE BEST PLACE TO LEARN

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

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

LA IS THE BEST PLACE TO LEARN

NEW RECOMMENDED TARGET METRICS

1. **Percentage of children enrolled in early education programs** (education)
2. **Percent of community college students completing a certificate, degree, or transfer-related program in six years** (education)
3. **Youth unemployment and underemployment** (income & employment)
4. **District-wide graduation rates** (education)
5. **HS student proficiency in English & Language Arts and Math** (education)
6. **Academic Performance Index* scores** (education)
7. **College matriculation rates** (education)

* The API is being revised to incorporate Common Core standards and will be suspended for two years. The new baseline for the API will be computed for the 2015-16 academic year.

LA IS THE BEST PLACE TO LEARN

DREAM METRICS

- 1. Student education pipeline** (an integrated network of pre-schools, K-12 institutions, and higher education systems that prepares students for seamless transitions between high school, higher education institutions, and the workforce -- similar to the Commit! Partnership [dashboard](#))
- 2. Suspension and expulsion rates**
- 3. Truancy rates in elementary and middle schools**
- 4. Students perceived sense of safety at and on the way to school**

* The API is being revised to incorporate Common Core standards and will be suspended for two years. The new baseline for the API will be computed for the 2015-16 academic year.

LA IS THE BEST PLACE TO CREATE

Our region enhances its status as the world leader in media, arts, and the creative industries by fostering an entrepreneurial environment.

In 2050, Los Angeles will continue to play host to the largest concentration of working artists in the nation and provides support to maintain (and build) its robust collection of arts establishments. It will lead the nation in manufacturing and become an international leader in technology and innovation. Our region will be a center for entrepreneurial activity by attracting significant amounts of capital to invest in job creation and by fostering an environment that supports small businesses poised for growth. LA's business community will reflect the diversity of our region, enhancing our international business opportunities.

LA IS THE BEST PLACE TO CREATE

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

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

LA IS THE BEST PLACE TO CREATE

NEW RECOMMENDED TARGET METRICS

1. **Employment in the creative industries** (arts & cultural vitality, income & employment)
2. **Arts establishments per capita** (arts & cultural vitality)
3. **Concentration of manufacturing activity in LA** (income & employment)
4. **Federal research grant funding** (income & employment)
5. **Patents per capita** (income & employment)
6. **Jobs per capita** (income & employment)
7. **Minority- and women-owned firms** (income & employment)
8. **Gini coefficient** (income & employment)
9. **Number of high growth startups** (income & employment)
10. **Venture capital investment** (income & employment)

LA IS THE BEST PLACE TO CREATE

DREAM METRICS

Measures of cultural and global economic influence (“soft power”)

Recruiting and retention rates for local higher education institutions

Percentage of graduates from local higher education institutions that remain in LA County 5 years after graduating

Unemployment rates (and opportunities) for the formerly incarcerated

LA IS THE BEST PLACE TO PLAY

Our region is a place where residents in every neighborhood have easy access to clean, safe, and sustainable venues to enjoy the natural environment, arts and cultural resources, and local beaches, waterways, and open space.

In 2050, all children will have access to safe homes, safe neighborhoods, and safe places to play. Every neighborhood will provide its residents with adequate park space, every child will have access to afterschool enrichment programs, and residents will love their neighborhoods.

LA IS THE BEST PLACE TO PLAY

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

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

LA IS THE BEST PLACE TO PLAY

NEW RECOMMENDED TARGET METRICS

1. **Access to open space and park facilities** (environmental quality, health)
2. **Number of children enrolled in afterschool programs** (education, public safety)
3. **Per capita crime rates** (public safety)
4. **Percentage of residents that feel safe in their neighborhoods** (public safety)
5. **Attendance at major league sporting events** (social connectedness)

LA IS THE BEST PLACE TO PLAY

DREAM METRICS

Residents within ¼ mile of a park

Number of residents with easy access to a “vibrant” park

Number of parks with intergenerational play opportunities

Number (and quality) of informal spaces for play

LA IS THE BEST PLACE TO CONNECT

Our region is a place where every resident has the opportunity to engage and interact with other Angelenos, pursue a wide variety of volunteer opportunities, and contribute meaningfully to civic processes.

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

LA IS THE BEST PLACE TO CONNECT

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

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

LA IS THE BEST PLACE TO CONNECT

NEW RECOMMENDED TARGET METRICS

1. **Rates of volunteerism** (social connectedness)
2. **Voting rates by race** (social connectedness)
3. **Adults getting sufficient social & emotional support** (health, social connectedness)
4. **Median travel time to work** (environmental quality, income & employment)
5. **Attendance at cultural events** (arts & cultural vitality)
6. **Number of public transit riders** (environmental quality)
7. **Participation in neighborhood councils** (social connectedness)

LA IS THE BEST PLACE TO CONNECT

DREAM METRICS

Percentage of Angelenos that volunteer informally

Government responsiveness to residents' needs

Transit-accessible housing and employment (i.e., the share of housing units and percentage of jobs that are located within a half-mile of transit)

Total number of social media friends and connections Angelenos have

Attendance at public/open streets gatherings

Residential segregation

Access to free wifi

LA IS THE HEALTHIEST PLACE TO LIVE

**Our region's residents are active and healthy,
and we all benefit from a sustainable
environment.**

In 2050, Los Angeles will have the nation's lowest obesity rates, every neighborhood will have access to healthy food, each resident will have access to affordable health care, and no families will face environmental health hazards because of where they live or how much money they make.

LA IS THE HEALTHIEST PLACE TO LIVE

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

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

LA IS THE HEALTHIEST PLACE TO LIVE

NEW RECOMMENDED TARGET METRICS

1. **Access to healthy food** (health, income & employment)
2. **Healthcare access** (health, income & employment)
3. **Exposure to air toxins** (environmental quality, health, housing)
4. **Number of households below the self-sufficiency index** (income & employment)
5. **Percent of imported water** (environmental quality)
6. **Obesity rates** (health)
7. **Rates of homelessness** (housing, income & employment, health)
8. **Walk/bike/transit score** (environmental quality, health)
9. **Rates of mental illness** (health)

LA IS THE HEALTHIEST PLACE TO LIVE

DREAM METRICS

Prevalence of adverse childhood experiences

Percentage of LA communities that are resilient

Percentage of residents receiving coordinated healthcare services

Percentage of tree canopy cover

THANK YOU!

#LA2050