LA2050 IMPACT REPORT

Highlights from the 2014 My LA2050 Grants Challenge
LA2050 is an initiative to drive and track progress toward a shared vision for the future of Los Angeles. With the input and support of the Angeleno community, we developed a roadmap for the future anchored by five broad, aspirational goals to make Los Angeles the best place to learn, create, play, connect, and live. Over the last few years, we have activated tens of thousands of Angelenos to join in the effort to change our region for the better.

We launched the first My LA2050 Grants Challenge in 2013, inviting organizations across the county to submit their best ideas to shape the future of Los Angeles. My LA2050 challenged Angelenos to think about what is possible for our future and sparked civic idealism.

So, we had to do it again!

In 2014, we asked Angelenos how they would use $1 million to make LA the best place to learn, create, play, connect, and live by the year 2050. What we received were 268 outstanding submissions from which 10 winning projects emerged. Each winning project received $100,000 to implement its idea.

From October 2014 through September 2015, these 10 grantees worked to bring their brilliant ideas into action. This report provides an update on these projects and highlights the impact of the 10 winning proposals.
# TABLE OF CONTENTS

**LEARN**
- City Year LA and Partnership with LA Schools

**CREATE**
- Streetcraft LA

**PLAY**
- Enrich LA

**CONNECT**
- Special Olympics Summer Organizing Committee

**LIVE**
- UCLA Grand Challenges

**LEARN**
- The Incubator School

**CREATE**
- Downtown Women’s Center

**PLAY**
- Pershing Square Park Advisory Council

**CONNECT**
- Move LA

**LIVE**
- The Trust for Public Land
CITY YEAR & PLAS

City Year Los Angeles and Partnership for Los Angeles Schools (PLAS) teamed up to deploy AmeriCorps members at Roosevelt High School in Boyle Heights and Jordan High School in Watts to work with 9th grade students who were at the greatest risk of dropping out.

More than 2,250 students served

157 individualized interventions + 174 after-school programs = 3,600 engaged volunteers

52% of students at Jordan High School improved by a grade in math.
Streetcraft LA helped 50 low-income, at-risk, and unemployed young artists improve their economic future through entrepreneurship in the creative economy. The artists were provided a platform to access new markets, seek entrepreneurial opportunities, and receive guidance to build their micro-ventures.

With support from the program, one of Streetcraft LA’s young entrepreneurial artists launched a new business that restores historic murals across Los Angeles, while another has designed the interior of a local restaurant.

We have been excited to see partnerships blossom within the My LA2050 cohort. Streetcraft LA and Trust for Public Land connected through the My LA2050 Grants Challenge, and a Streetcraft artist will be creating a mural along Trust for Public Land’s green alley.
ENRICH LA

With the help of 76 volunteers, Enrich LA constructed 11 new edible school gardens and provided 13 additional schools with a dynamic garden curriculum through its Garden Ranger Program. Over the year, Enrich LA impacted 13,000 individuals who gained access to new green space in their community.

Once Enrich LA introduced its goal to place a garden in every school, the community embraced this mission. 75 percent of Enrich LA’s funding was derived from schools or the local community, an increase of 150 percent, in a show of support from their work.
SPECIAL OLYMPICS

The Special Olympics Summer Organizing Committee built its capacity to grow the number of volunteers who worked to coordinate, organize, and manage the 2015 Special Olympics World Summer Games.

Through the grant, the Special Olympics team:

- placed **8,560** volunteers
- contributed **330,000** volunteer hours
- resulted in **GLOBAL IMPACT**

The festival helped establish a legacy for the Special Olympics in Southern California. Millions of viewers tuned in worldwide, and the Los Angeles Coliseum was host to a sold-out crowd at the Opening Ceremony that welcomed the 6,171 Special Olympics athletes who competed in the games.

How they’re making LA a better place to connect:

**CONNECT metrics**

<table>
<thead>
<tr>
<th>Access to free wifi*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults getting sufficient social &amp; emotional support</td>
</tr>
<tr>
<td>Attendance at cultural events</td>
</tr>
<tr>
<td>Government responsiveness*</td>
</tr>
<tr>
<td>Number of public transit riders</td>
</tr>
<tr>
<td>Participation in neighborhood councils</td>
</tr>
<tr>
<td>Public/open street gatherings*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rates of volunteerism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential segregation*</td>
</tr>
<tr>
<td>Total number of social media friends and connections Angelenos have*</td>
</tr>
<tr>
<td>Transit-accessible housing and employment (the share of housing units and percentage of jobs that are located within a half-mile of transit)</td>
</tr>
<tr>
<td>Travel time to work</td>
</tr>
</tbody>
</table>

*Dream Metric
UCLA Sustainable LA Grand Challenges released an Environmental Report Card for the County of Los Angeles (Sustainable LA GC), a first of its kind scorecard in the nation for a major metropolitan area. Sustainable LA GC also completed its Sustainable LA Five-Year Work Plan that includes more than 100 innovative research projects to make the three goals of 100 percent renewable energy, 100 percent locally-sourced water, and enhanced ecosystem health for Los Angeles County a reality by the year 2050.

UCLA secured a $5.5 million commitment for the Grand Challenges from the Anthony and Jeanne Pritzker Family Foundation, made in part because of the exposure received from My LA2050.
THE INCUBATOR SCHOOL

The Incubator School piloted a year-long business startup program for 8th grade students that focused on experiential learning through entrepreneurship. As part of their pilot, The Incubator School team outlined a playbook for an entrepreneurship curriculum that will help other schools replicate their innovative, standards-based model.

In May 2015, the 8th graders held a showcase where they presented their startup concepts including prototypes, websites, and branding for their businesses. One student received nearly $6,000 in seed funding for their business idea.

The Incubator School has garnered new partners to strengthen its innovative model and is collaborating with BUILD to pilot curricular sales for students. The Incubator School also received $100,000 in matching funds from Next Generation Learning Challenges Breakthrough Schools.
The Downtown Women’s Center (DWC) launched a business coalition to facilitate employment opportunities for homeless women. DWC created partnerships with 18 new businesses, including Bloomingdale’s, Evy of California, Groundworks, LA Kitchen, LA LIVE, and Piece by Piece. DWC placed **52 women into jobs or internships**. Their supportive employment program helped 60 percent of the women placed in full or part-time employment remain employed for six months or longer.

The Downtown Women’s Center has leveraged the funding to model their program in partnership with the Los Angeles Regional Initiative for Social Enterprise (LA:RISE), a collaboration between local social enterprises, workforce centers, bridge employers, REDF, and the City of Los Angeles’ Economic and Workforce Development Department.
PERSHING SQUARE

The Pershing Square Park Advisory Council built two new playgrounds in the heart of Downtown Los Angeles to help make Pershing Square a more welcoming and safe environment for children and families. The two unique playgrounds have provided new play spaces for children aged 2-5 and 5-12, as well as opportunities for intergenerational recreation and connection.

How they’re making LA a better place to play:

PLAY metrics

- Access to open space and park facilities
- Attendance at major league sporting events
- Number of children enrolled in afterschool programs
- Number of parks with intergenerational play opportunities
- Number and quality of informal spaces for play
- Number of residents with easy access to a “vibrant” park
- Perceived safety
- Per capita crime rates
- Residents within 1/4 mile of a park

*Dream Metric

The playground is a marker for broader revitalization of Pershing Square which has garnered support and investment from public officials.
Move LA crafted a digital media strategy that **engaged 20,000 individuals** within one year and grew grassroots support for transportation investments in Los Angeles. By refining their social media presence to amplify their message, Move LA furthered public dialogue about how to use social media to move around LA County in an easier, more affordable way.

Move LA used its enhanced social media presence to expand the conversation at its Live Ride Share Conference in February to audiences online. Check out #LiveRideShare for highlights from the conversation.

Better communication about its mission helped Move LA attract new funders, including the Roy and Patricia Disney Family Foundation which provided a two-year general operating support grant.
THE TRUST FOR PUBLIC LAND

The Trust for Public Land (TPL) completed construction on the first alley in a **mile-long network** that will transform trash-filled alleys in South Los Angeles into **walkable, bikeable, beautiful green spaces.** TPL installed lighting, permeable paving, and a dry well system to capture and clean stormwater.

More than 100 volunteers have been engaged in alley clean ups, community outreach, and project monitoring, while membership on the TPL Green Team has jumped to 20 local residents and community members.

TPL is now working with the **City of Los Angeles** to develop the **South Los Angeles Green Alley Master Plan** which provides an analysis of alley networks within the 17-square mile area of South Los Angeles.

The alley network has since created a new **community green space for up to 16,000 people** who live within a 10 minute walk of the site.