




LA2050

2016

MY LA2050

SUBMISSIONS

REPORT






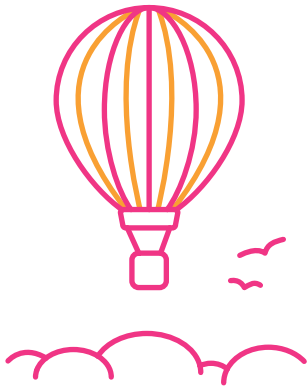
Since 2013, LA2050 has challenged the Los Angeles community to imagine a brighter future for the region by proposing the best ideas to chart a positive path forward. In its fourth year, the My LA2050 Grants Challenge continues to expose the creative spirit that Angelenos share for dedicating their energy, resources, and talent to local change.

As in years past, the 2016 My LA2050 Grants Challenge revealed hundreds of innovative ideas to make Los Angeles the best place to learn, create, play, connect, and live. The 289 proposals we received show that Angelenos still--and we bet always will--have a healthy appetite for innovating solutions for change in the region. And, we couldn't be happier.

In 2016, beyond awarding funding to 12 exciting ideas, we were also inspired by the possibilities offered from Lancaster to San Pedro to impact their communities for the better.

This report highlights the trends from this year's grants challenge and takes a look at how these ideas play a role in LA's social innovation landscape.





WHO ARE LA'S INNOVATORS?

80%

of submissions were from nonprofit organizations

In **2015**, we saw **77%** non-profit submitters, and **81%** in **2014**.

18%

of submissions were from for-profit organizations that are applying business models for positive local impact

Unearthing new models and changemakers for the future of Los Angeles



62%

were new applicants

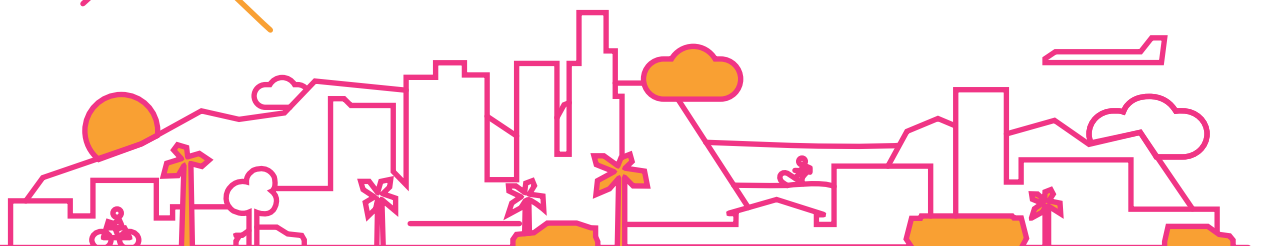
Nearly two-thirds of applicants in 2016 had not applied to one of the previous three cycles of the My LA2050 Grants Challenge. **Of the 1/3 that had applied before, 75% had applied last year.**

Compared to the 2015 Grants Challenge, we recieved 75% new applicants.

↔ My LA2050 applicants are generally small but mighty teams fighting for social change!

MORE THAN HALF OF APPLICANTS HAVE TEAM SIZES OF FEWER THAN FIVE PEOPLE.

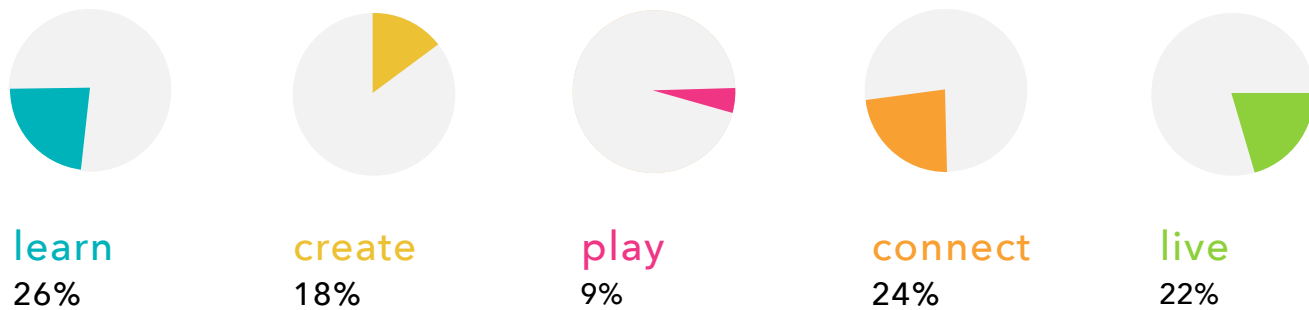
0-5 TEAM MEMBERS	51%
6-20 TEAM MEMBERS	21%
21-50 TEAM MEMBERS	9%
50+ TEAM MEMBERS	19%



LA2050 GOALS

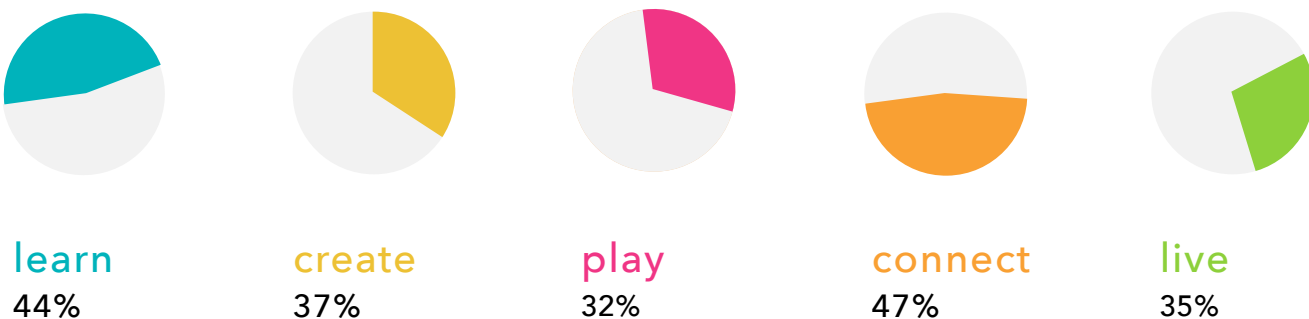
Do you believe the next generation is critical to LA's future?

Making LA the best place to learn was the most common primary goal, receiving **76** proposals and representing **26%** of all proposals.



*Submitters selected only one primary goal

Making LA the best place to connect was the most common secondary goal, in addition to being the second most common primary goal.



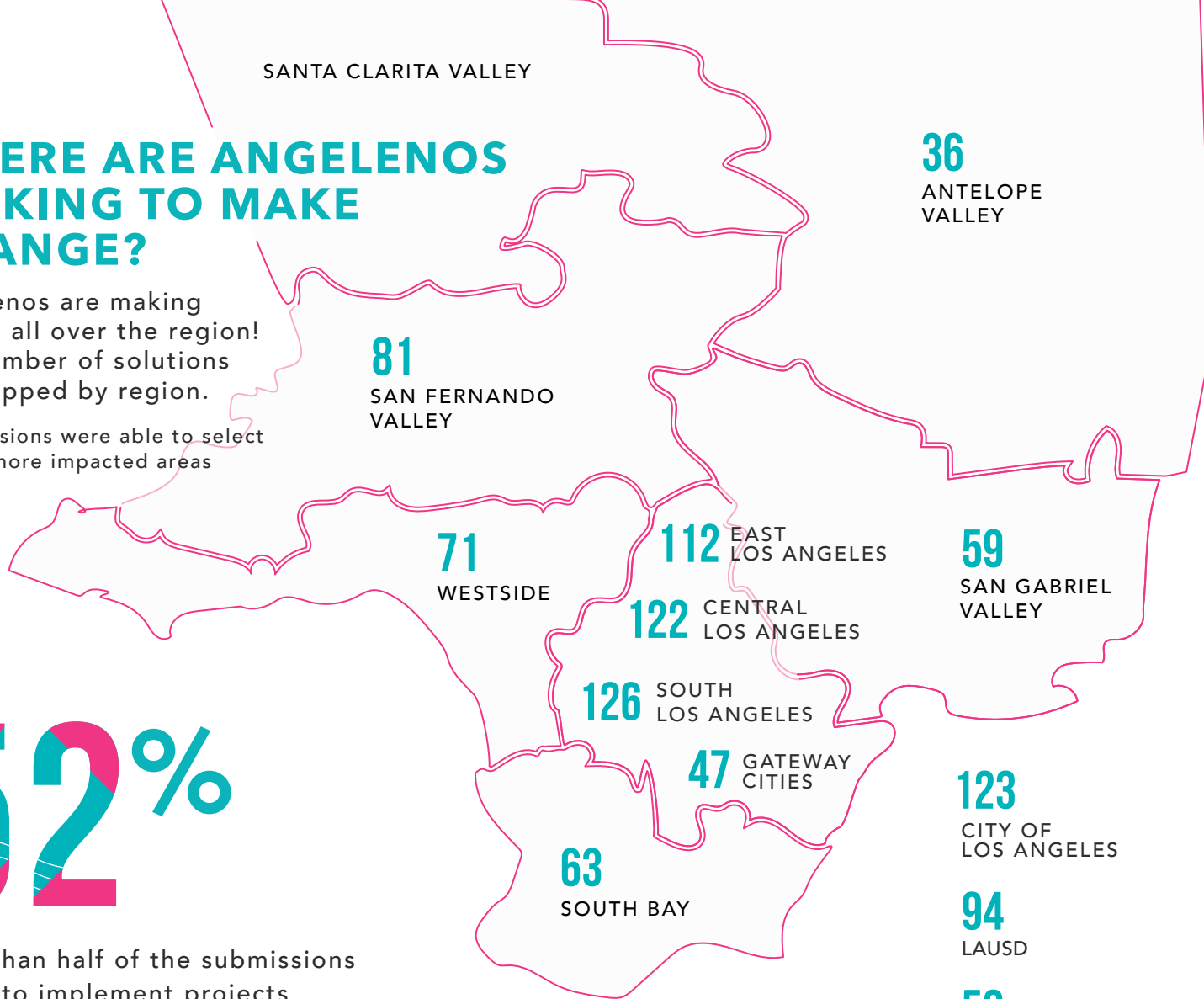
*Submitters were able to select more than one secondary goal

SANTA CLARITA VALLEY

WHERE ARE ANGELENOS SEEKING TO MAKE CHANGE?

Angelenos are making impact all over the region! The number of solutions are mapped by region.

*Submissions were able to select one or more impacted areas



52%

More than half of the submissions aimed to implement projects throughout LA County

Agents supporting social change are in every LA community. 📍

The 2016 challenge received at least one vote from every zip code in LA County.

64,000 VOTES

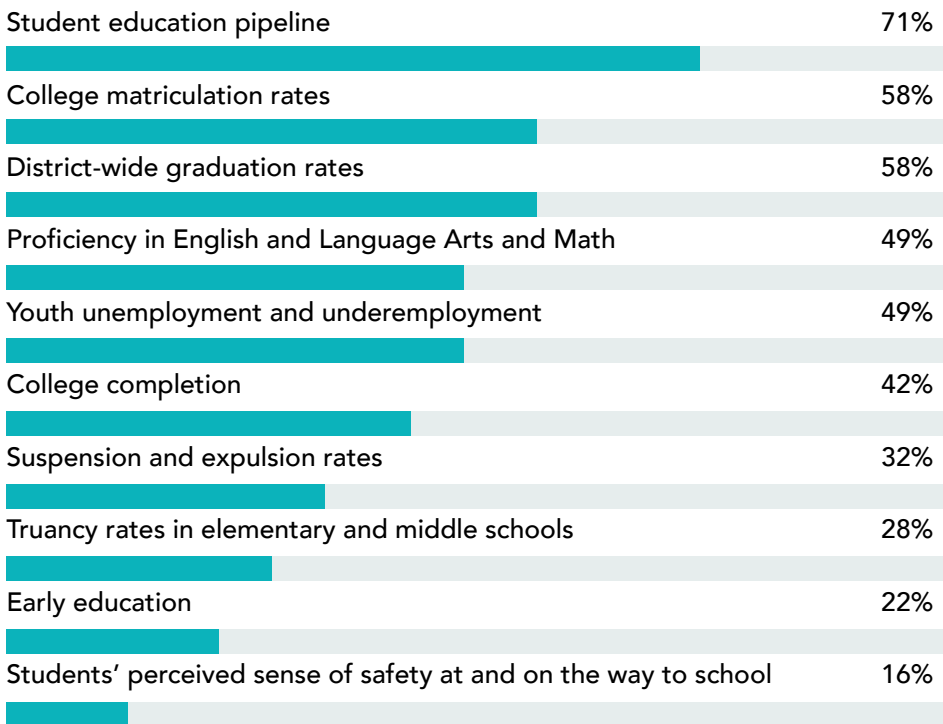
Where do MY LA2050 voters live?

The five most active voting communities were:

- 📍 NORTH HOLLYWOOD
- 📍 LONG BEACH
- 📍 SOUTH CENTRAL
- 📍 SANTA MONICA
- 📍 DTLA

Change Angelenos can believe in. We asked Angelenos what kind of change they want to see in Los Angeles, and which of the LA2050 metrics they could change with their ideas. Below is the breakdown of metrics in each goal area, by how many submissions sought to impact them.

LEARN

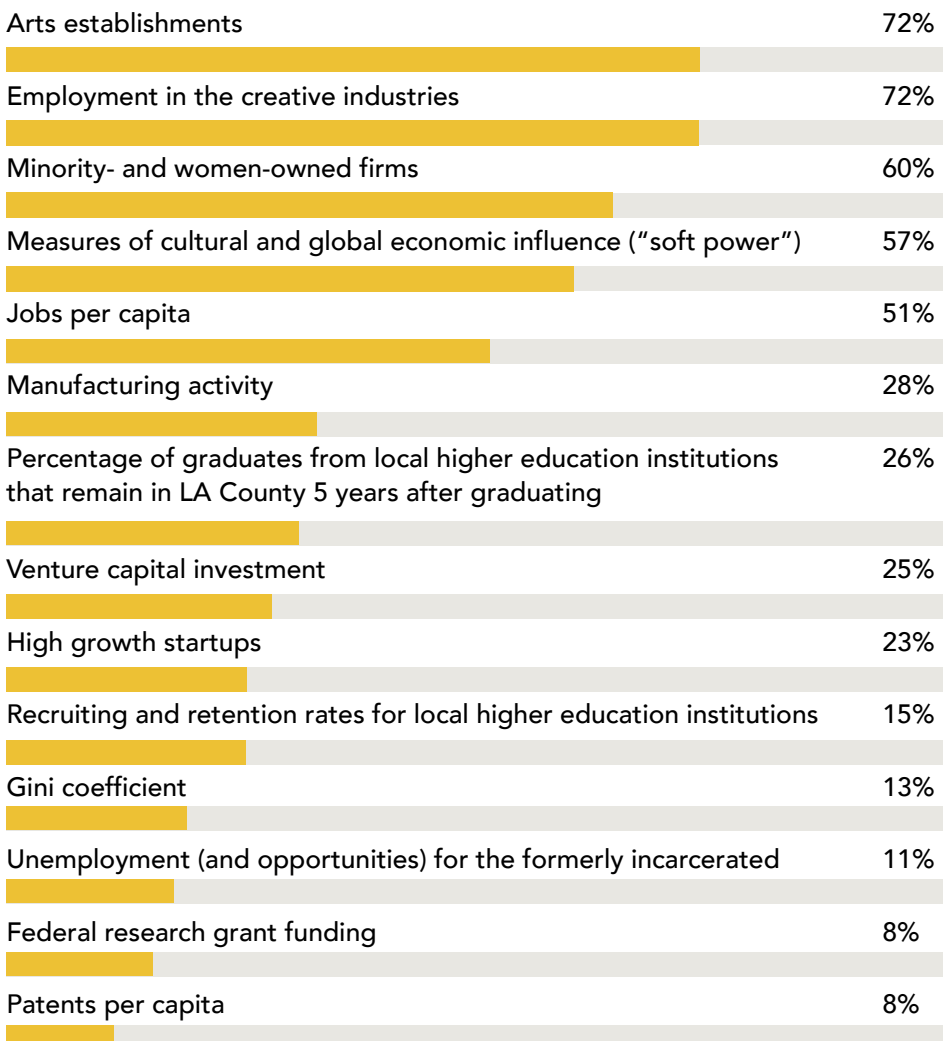


CATCHING UP WITH PAST MY LA2050 GRANTEES!

CITY YEAR In 2016, City Year expanded its focus, adding a STEM pilot program to their after-school space. The pilot program aims to empower students to write code, create video games, and pursue their technology interests.

City Year participated in the 2016 My LA2050 Grants Challenge to pilot the program at three high-needs schools. The program would allow students to deepen their understanding of key academic fundamentals that will help them graduate from high school, while building relevant skills for the most competitive future careers.

CREATE



LURN & ELACC Leadership For Urban Renewal Network (LURN) and the East LA Community Corporation (ELACC). In February 2017, the Los Angeles City Council passed a street vending decriminalization ordinance. The vote protects the workers and entrepreneurs who play an essential role in LA's economy and cultural identity.

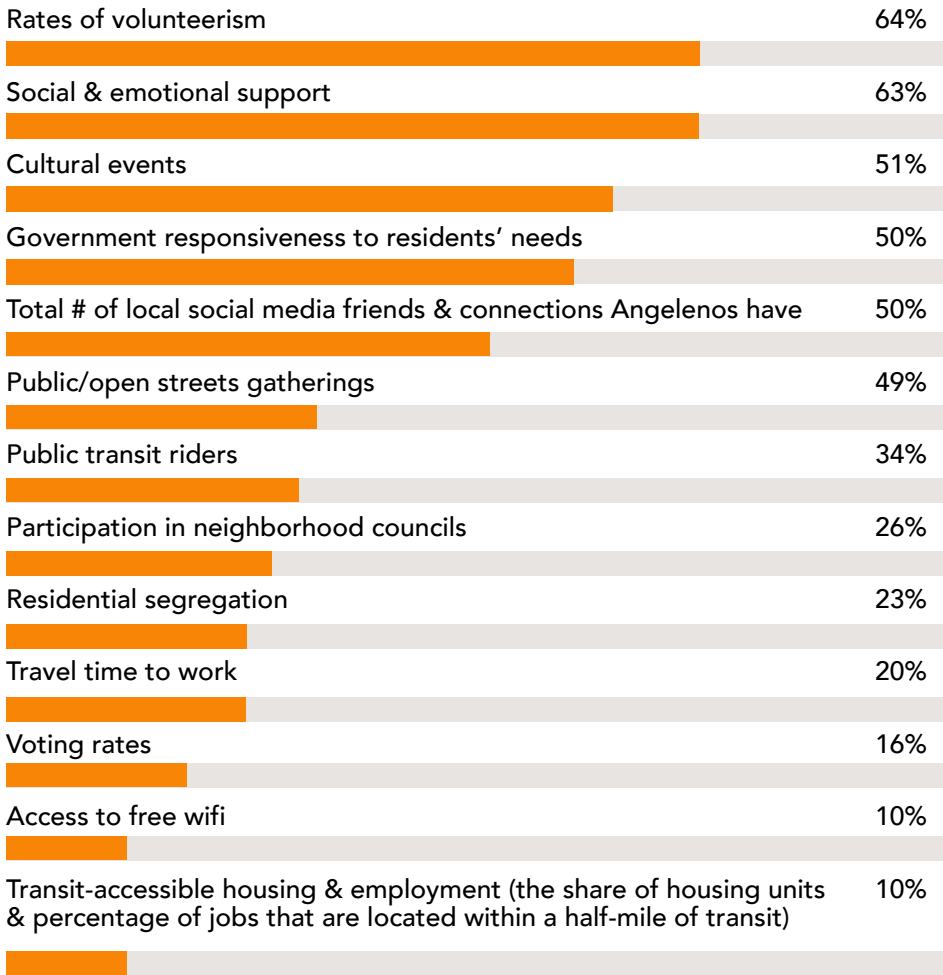
LURN and ELACC's 2013 My LA2050 project set out to integrate sidewalk vendor into LA's social and cultural life, providing Angelenos with affordable, convenient and healthy retail options. Congrats on making this vision a reality!

PLAY



LA Open Acres continues to be cited as a valuable resource for identifying vacant space that can be repurposed and transformed into playgrounds and urban gardens, as well as spaces for public art or affordable housing. The project has helped overcome the information burden about vacant lots in Los Angeles and has provided a communication forum for individuals interested in a particular site.

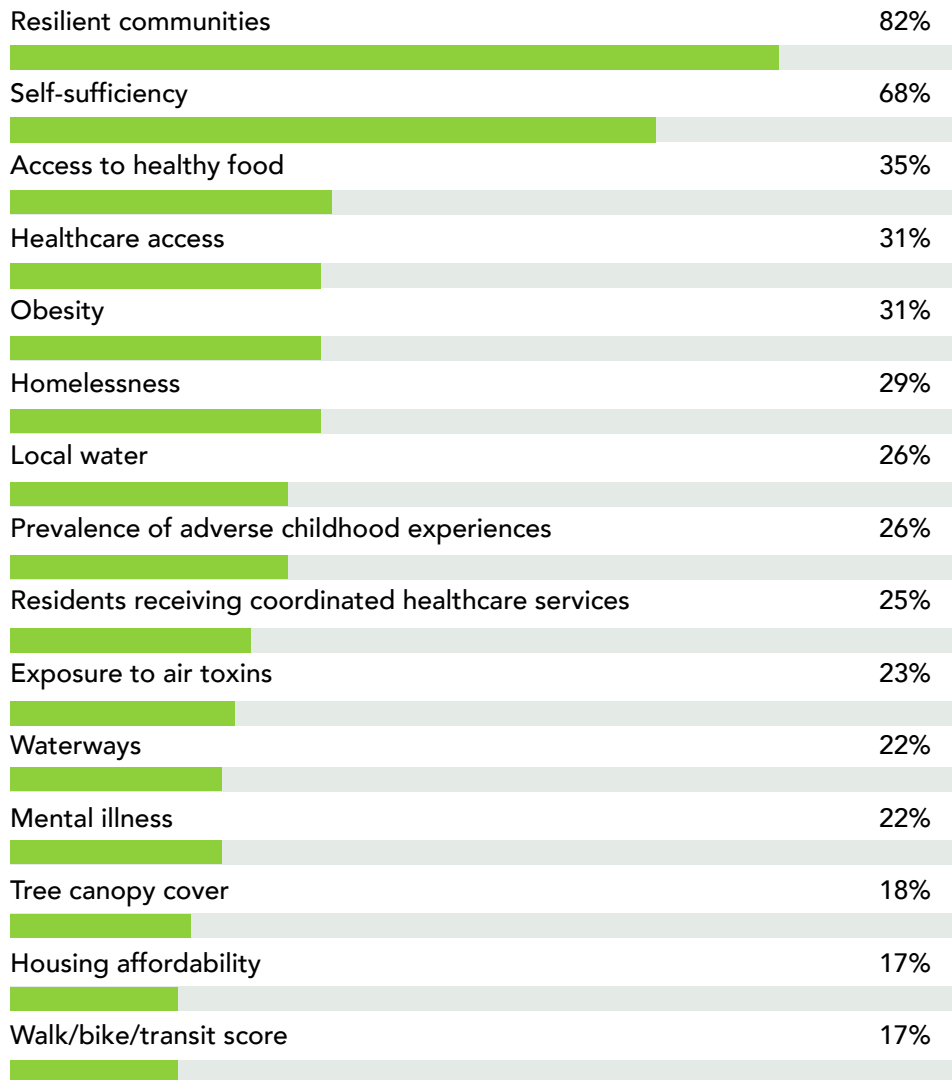
CONNECT



Move LA led the campaign for game-changing transportation investment for Measure R and has generated a countywide public conversation about LA's public transit future. Following that success, voter approval of Measure M will provide \$860 million annually for transportation improvements across the county, including maintenance, operations, and construction. Move LA is helping to keep the dream of a transformational transportation system alive.

Move LA has also been an active coalition member in efforts to house and provide services to the homeless.

LIVE



T.R.U.S.T. South LA In the midst of an affordability crisis in the region, T.R.U.S.T. South LA tested an innovative model that would add newly constructed units on residential parcels to create permanent, affordable homes for 12 families. Results from the pilot are now bolstered by the the Los Angeles City Planning Commission's draft accessory dwelling unit ordinance, which was approved in December 2016.

This policy will allow new housing units to be added to the existing supply, which would potentially affect vacancy rates, sales prices and affordability for renters and homeowners. Accessory dwelling units are an effective strategy to promote neighborhood revitalization and long-term housing affordability

HOW DO ANGELENOS WANT TO MAKE CHANGE?



More than **3/4** of the projects aimed to engage residents and stakeholders to make change (**79%**) and to build new or to enhance existing organizations (**74%**).

66%

wanted to expand a pilot or program

48%

wanted to develop a communications or marketing strategy

36%

wanted to conduct research

15%

sought to implement and track policy

Angelenos are all about collaboration.

In more than half of the proposals, multiple organizations united to use their separate strengths for change.

And sparkling new ideas!



of submissions featured projects in the pilot phase, down from 32% in 2015 and 59% in 2014.

What does it cost to make change? (\$)

- 66% of applicants requested \$100K
- 22% of applicants requested \$50K
- 11% of applicants requested \$25K

Want to help build up LA’s civic landscape?

This year, we added “donate” and “volunteer” buttons to organizations’ project pages so the public could further support their work! 92% of surveyed applicants liked the addition of a DONATE button on their project pages and 96% of surveyed applicants liked having a VOLUNTEER button on their page.

21% of those who used the donate button saw an increase in donations during the grants challenge period, while 15% saw an increase in the number of volunteer sign ups.

On the My LA2050 platform (challenge.la2050.org), you can search projects and topics you love. From the individual project pages, you can sign up for the organization’s newsletter, follow them on social media to donate or sign up for volunteer opportunities.

Here’s what organizations reported needing from the LA community:

- 1 MONEY
- 2 PUBLICITY/AWARENESS
- 3 NETWORK/RELATIONSHIP SUPPORT
- 4 COMMUNITY OUTREACH
- 5 VOLUNTEERS

How do you get the word out about your organization?



99% SOCIAL MEDIA

98% EMAIL OR NEWSLETTER

89% SOCIAL CIRCLES

84% WORD OF MOUTH

41% IN-PERSON

34% ASKING RECIPIENTS OF SERVICE

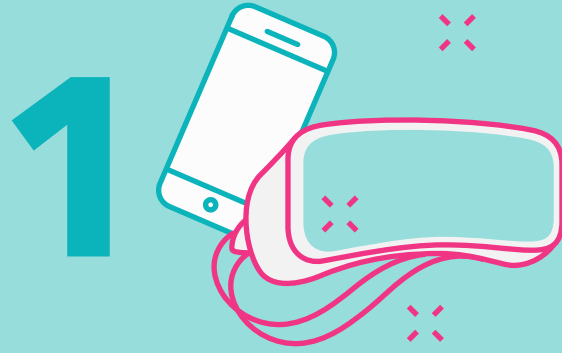
12% PAID ADVERTISING →

Pro tip: social media ads are easy, cheap, and super effective. LA2050 spent as little as \$0.01 per impression to promote the My LA2050 Grants Challenge.

MAJOR THEMES

Storytelling drives social change. Situated in the storytelling capital of the world, organizations across Los Angeles are using media, arts, and technology to create strong visual narratives about the possibilities for the future of L.A.

Submissions across all of the LA2050 goals sought to use storytelling tools like video, augmented and virtual reality, video, plays, and poetry to talk about local challenges, reimagine our future, and underscore the importance of diversity.



Creating new narratives about LA via AR and VR

Augmented and virtual reality hold a lot of opportunity in the world of content, and My LA2050 applicants want in.

Impact Hub, in partnership with **FutureSculpt**, **Woodbury University**, and the **City of Los Angeles Personnel Department**, aimed to create immersive stories that offer a glimpse into the day in the life of a Los Angeles Police Department officer with the hopes of “recruiting non-traditional candidates to help upkeep the public safety of their community.”

USC Annenberg Innovation Lab submitted two proposals that tapped into the potential of augmented reality to engage Angelenos: **CARPE-LA** would encourage intergenerational play at parks around LA via technology similar to what powered the summer sensation of *Pokemon Go*! **Sankofa City** would use augmented reality to tell stories about the future of Leimert Park and South LA.

Perceptoscope aimed to use augmented reality as a tool for creative placemaking. By using augmented reality pedestal viewers, Angelenos could peer into LA’s past, present, and future, thereby gaining a new sense of history of and vision for the built environment.

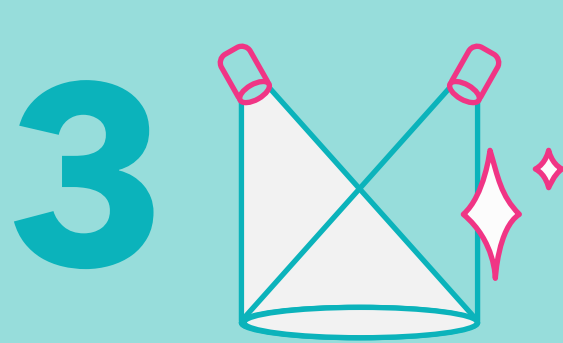


Improving representation in media

Content is king, but equal representation in content—from YouTube videos to feature films—is vital. Via Accelerate LA, **mitú** proposed working more closely with nonprofit groups in LA to discover the freshest Latino content creators and to show the world that Latino talent is an important component to the future of entertainment.

The **Represent School of Acting & Media Arts** would provide free training to diverse media makers for employment in the entertainment industry. This program responds to evidence that women, people of color, the LGBT community, and folks with disabilities are underrepresented, and often misrepresented in media.

The motto of the **Geena Davis Institute on Gender in Media** (GDIGM) is, “If she can see it, she can be it.” True to their mission, GDIGM is offering scholarships to 50 girls aged 13-18 to participate in their See Jane Salon series, quarterly convenings with industry professionals and content creators to tackle topics critical to creating a gender-balanced media landscape.



Theatre as a catalyst for community conversation

Several proposals sought to use theatre as an engagement tool to help eliminate sexual violence in communities across LA. As an example, **The LadyParts Collective** proposed using plays to spark conversation about consent and sexual violence, while enacting specific changes on college campuses.

And we have to love **CORE Innovate’s** “Inglewood Speaks” proposal to teach students the skills of developing a podcast and piloting citizen journalism. The podcast curriculum would highlight “homegrown heroes” who grew out of the LA2050 initiative.

CONCLUSION

We're so thankful for the journey that Angelenos are taking together to imagine and create the future they want to see.

We want to thank everyone who submitted and who voted in the My LA2050 Grants Challenge for being at the center of change in Los Angeles. Every year we get closer to a more connected, livable, and vibrant region.

We're so excited about the future, and look forward to continuing to shape it with you.

Interested in a particular issue? Check out 2016 My LA2050 Grants Challenge proposals by topic area.

Animal Rights

Pretty Good Cat

Arts Education

Anna Bing Arnold Children's Center

Come Alive Long Beach

EMX Los Angeles

Hollywood Arts Council

Inner-City Arts

PIECES

Say Word and 4C Lab

T4T.org

The Harmony Project

Arts and Culture

Citizens of Culture

Clockshop and California State Parks

Cornerstone Theatre Company

County of Los Angeles Public Library (Tell Your True Tale)

DSTL Arts and the Partnership for Los Angeles' Creative Education (PLACE)

Hollywood Fringe Festival

I3 Arts Fest

Institute of Contemporary Art, Los Angeles (ICA LA)

Los Angeles Nomadic Division

Los Angeles Review of Books

LA Theatre Works

Lucie Foundation

Maiden LA

Make Music Los Angeles (Playascape)

Pacoima Beautiful

Pen Center USA

PSSST

Red Hen Press

Ryman Arts

SIJCC

Sundance Institute

The Billboard Creative

The Triforium Project

Think Tank Productions

Unified Everything Project

Zenith Performing Arts

Augmented Reality & Virtual Reality

3-D Space

Arts Bridging the Gap

Impact Hub LA

Perceptoscope

USC Annenberg Innovation Lab

Civic Engagement

Center for the Study of Los Angeles

Civic Nation

Los Angeles Service Academy

People for the American Way Foundation

Synaccord, Inc.

The Burg

United Nations Association-USA Pasadena Chapter, Inc.

USC Civic Tech

Clean Energy & Tech

California Institute of Technology

Food and Water Watch

Grid Logistics

Los Angeles Cleantech

Incubator

Sierra Club Los Angeles

Verdical Group

College Readiness & Access

Camino Nuevo Charter Academy

CASA of Los Angeles

College Bridge

College Track

First Place for Youth

United Friends of the Children

Wisdom Arts Laboratory

Youth Policy Institute

Community Engagement, Social Action, & Advocacy

#Library

Building Healthy

Communities: Long Beach

California Partnership

Community Health Councils

LA Voice

The Ojai Foundation

South Bay Center for

Counseling

Westside Urban Forum

Conflict & Trauma

Children Now

Teach for America

Whitaker Peace and

Development Initiative

Economic Opportunity & Development

Capital & Main

Chrysalis
 Crowdfund Better and
 Concerned Capital
 Equallet
 Los Angeles LISC
 Natch
 Opportunity Fund

Education

ConnectEd
 Educators for Excellence Los
 Angeles
 I'm a Movement, Not a
 Monument
 Melrose Elementary PTO
 Pedagogics Coaching Group
 The Pedagogical Institute of Los
 Angeles
 Wish Academy High School

Entrepreneurship Training for Youth

BUILD
 ICON CDC
 WeThrive

Environment

El Porto Shark
 River LA
 Seed LA
 University of Southern
 California, Mobile +
 Environmental Media Lab in the
 School of Cinematic Arts (LA
 CitySense)

Environmental Education

Helpline Youth Counseling
 International Trade Education
 Programs
 LA Audubon Society
 Landscape Integrity Films and

Education
 Mujeres de la Tierra
 National Wildlife Federation
 Wyota Workshop, Inc.

Family Support & Services

D.A.D. Project
 Friends of the Family
 Here to Serve, Inc
 Hyphenus, Inc.
 LIFT, Inc.
 Parents Education League

Food Access and Healthy Eating

ANDesign Lab
 Breastfeed LA
 Common Threads
 Community Healing Gardens
 Dear Mama
 Doctors of America
 Fallen Fruit
 Food Oasis Los Angeles
 Friends of Glenfeliz
 Groceryships & Netiya
 Grown in LA
 Los Angeles Food Policy Council
 Plantaware
 SoLA Food Co-op
 T & L Foundation for Children
 Care Information
 The Edible Apartment

Foster Youth

A Sense of Home
 CASA of Los Angeles
 Children's Action Network
 National Foster Youth Institute
 United Friends of the Children
 The Academy Project

Health

Ava's Heart
 Healthy Living Productions
 Homeless Health Care Los
 Angeles
 Lynn Cohen Foundation
 Relational Medicine
 Foundation

Housing

Evolve LA (a project of
 LA-Mas)
 Patrick McCaffrey Foundation

Homelessness

Alliance Building and
 Constructive Services
 Living Spring Foundation
 PodShare
 Tampon Tribe
 The C.I.T.Y. x1 Youth Group
 Union Rescue Mission

Literacy

Get Lit-Words Ignite
 LA's Best
 Milk + Bookies
 Public Health Foundation
 Enterprises
 The Jester & Pharley Phund

Media

Core Innovate, Inc. & Century
 Academy for Excellence
 FilmLit Mission
 Future Roots, Inc. (Dublab)
 Geena Davis Institute on
 Gender in Media
 KCRW
 mitú
 Represent
 Southern California Public
 Radio

Mental & Emotional Wellness

Break the Cycle
 Jenesse Center, Inc.
 Joyful Heart Foundation
 NAMI San Fernando Valley
 Nation of Vibration
 Richstone Family Center

Parks and Playspaces

Friends of King
 Industrial District Green and Cal
 Poly Pomona Department of
 Landscape Architecture
 Light & Life Christian Fellowship
 Community Center
 People for Parks
 Santa Clarita Valley Adventure
 Play
 SCA LARC
 Tickleberry Place
 Worthy of Love
 WOW Imagined, Inc.

People with Disabilities

Able Arts Work
 Braille Institute of America
 Muscular Dystrophy Association
 Tierra del Sol Foundation

Public Safety

50/50 Leadership
 EPage

Resilience

Global Green USA
 Neighborhood Housing Services
 of Los Angeles County
 Team Rubicon
 Global Green USA
 Neighborhood Housing Services
 of Los Angeles County

Team Rubicon

Sexual Health

AMP! UCLA
 Planned Parenthood of Los
 Angeles
 Planned Parenthood of
 Pasadena and San Gabriel
 Valley

Sexual Violence

Light Sprout
 National Council of Jewish
 Women Los Angeles
 The LadyParts Collective

Social Connectedness

Boxcar + Muse
 Coligo, Inc.
 Compassionate Santa Monica
 LA Plaza de Cultura y Artes
 METRO Charter Elementary
 School
 Ron Finley Project
 Southern California Center for
 Nonprofit Management
 thecool
 Valley Relics

Social Justice

Arts for Incarcerated Youth
 Network
 Citizens of the World Los
 Angeles
 Coalition for Responsible
 Community Development
 Homeboy Industries

Sports & Recreation

America Scores LA
 Blacklist LA
 California Aquatic Therapy and

Wellness Center
 City of Los Angeles
 Department of Recreation
 and Parks
 Four Rings
 Grassroots Training
 LA Derby Dolls
 New Directions For Youth,
 Inc.
 SportUp
 Sound Body Sound Mind
 Foundation
 Surf Bus Foundation
 The Garage Board Shop

STEM Education

AltaSea
 Avalon Carver Community
 Center
 Braid Theory, Inc.
 CALO YouthBuild
 Children's Lifesaving
 Foundation
 City Year-Los Angeles
 Encorps
 Girls Inc. of Greater Los
 Angeles
 Girls in Tech
 Pasadena Educational
 Foundation
 Patrick Henry Foundation
 STEM Advantage
 T4T.org
 Tech LA Cares
 The Engineer Factory
 The Help Group
 USC Viterbi STEM
 Educational Outreach
 Programs Office

Storytelling

Arts and Living Charitable

Foundation

Just As You Are Legacy

Las Fotos Project

Love Story Media, Inc.

New Roads School

Peaceworks International

Produceathon

Sustainability

DIGDEEP Water

LA Compost

Sky Source

The Now Institute at UCLA

Theodore Payne Foundation for
Wild Flower and Native Plants

The River Project

Trust for Public Land

UCLA Institute of the
Environment and Sustainability

US Green Building Council Los
Angeles

Technology

City of West Hollywood

PowerMyLearning, Inc.

Transportation & Mobility

ARGO Labs

Bicycle Culture Institute

Habidatum

Investing in Place

Jobs to Move America

Los Angeles Metro

Los Angeles Neighborhood
Initiative

Office of Exposition Park
Management

SAFE (Safe Streets are For
Everyone)

Vocational Training & Job Readiness

California State University,
Northridge

Covenant House CA

Knit Marketing

LA Promise Fund

Los Angeles World Airports

Port of Los Angeles High
School

Safe Refuge

Youth Business Alliance

Volunteerism & Charitable Giving

CoachArt

Big Sunday

Give Today LA

Imagine LA

Jane Goodall Institute

LA Works

Los Angeles Magazine

Operation Gratitude

Youth Leadership & Development

Big Citizen Hub

Continuous Good

Future Scouts

I Have a Dream Foundation

Lost Angels Children's Project

Proyecto Pastoral

Spark Los Angeles

Unite a Nation, Inc.

Wifi Access

Data Roads Foundation

Drizzle Connect

Historic Core BID

EveryoneOn

Misc.

Silvermotion, Inc.

The Integrated Learning Annex