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% nonprofit 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 received 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.

<table>
<thead>
<tr>
<th>Team Size</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-5 TEAM MEMBERS</td>
<td>51%</td>
</tr>
<tr>
<td>6-20 TEAM MEMBERS</td>
<td>21%</td>
</tr>
<tr>
<td>21-50 TEAM MEMBERS</td>
<td>9%</td>
</tr>
<tr>
<td>50+ TEAM MEMBERS</td>
<td>19%</td>
</tr>
</tbody>
</table>
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 were able to select more than one secondary 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
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

Agents supporting social change are in every LA community.

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

WHERE DO MY LA2050 VOTERS LIVE?

The five most active voting communities were:

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

Agents supporting social change are in every LA community.
### LEARN

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student education pipeline</td>
<td>71%</td>
</tr>
<tr>
<td>College matriculation rates</td>
<td>58%</td>
</tr>
<tr>
<td>District-wide graduation rates</td>
<td>58%</td>
</tr>
<tr>
<td>Proficiency in English and Language Arts and Math</td>
<td>49%</td>
</tr>
<tr>
<td>Youth unemployment and underemployment</td>
<td>49%</td>
</tr>
<tr>
<td>College completion</td>
<td>42%</td>
</tr>
<tr>
<td>Suspension and expulsion rates</td>
<td>32%</td>
</tr>
<tr>
<td>Truancy rates in elementary and middle schools</td>
<td>28%</td>
</tr>
<tr>
<td>Early education</td>
<td>22%</td>
</tr>
<tr>
<td>Students’ perceived sense of safety at and on the way to school</td>
<td>16%</td>
</tr>
</tbody>
</table>

### CREATE

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts establishments</td>
<td>72%</td>
</tr>
<tr>
<td>Employment in the creative industries</td>
<td>72%</td>
</tr>
<tr>
<td>Minority- and women-owned firms</td>
<td>60%</td>
</tr>
<tr>
<td>Measures of cultural and global economic influence (“soft power”)</td>
<td>57%</td>
</tr>
<tr>
<td>Jobs per capita</td>
<td>51%</td>
</tr>
<tr>
<td>Manufacturing activity</td>
<td>28%</td>
</tr>
<tr>
<td>Percentage of graduates from local higher education institutions that remain in LA County 5 years after graduating</td>
<td>26%</td>
</tr>
<tr>
<td>Venture capital investment</td>
<td>25%</td>
</tr>
<tr>
<td>High growth startups</td>
<td>23%</td>
</tr>
<tr>
<td>Recruiting and retention rates for local higher education institutions</td>
<td>15%</td>
</tr>
<tr>
<td>Gini coefficient</td>
<td>13%</td>
</tr>
<tr>
<td>Unemployment (and opportunities) for the formerly incarcerated</td>
<td>11%</td>
</tr>
<tr>
<td>Federal research grant funding</td>
<td>8%</td>
</tr>
<tr>
<td>Patents per capita</td>
<td>8%</td>
</tr>
</tbody>
</table>

### 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.

#### 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!
<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to open space and park facilities</td>
<td>84%</td>
</tr>
<tr>
<td>Number (and quality) of informal spaces for play</td>
<td>84%</td>
</tr>
<tr>
<td>Number of parks with intergenerational play opportunities</td>
<td>76%</td>
</tr>
<tr>
<td>Number of children enrolled in afterschool programs</td>
<td>64%</td>
</tr>
<tr>
<td>Perceived safety</td>
<td>64%</td>
</tr>
<tr>
<td>Number of residents with easy access to a “vibrant” park</td>
<td>52%</td>
</tr>
<tr>
<td>Per capita crime rates</td>
<td>40%</td>
</tr>
<tr>
<td>Attendance at major league sporting events</td>
<td>20%</td>
</tr>
<tr>
<td>Rates of volunteerism</td>
<td>64%</td>
</tr>
<tr>
<td>Social &amp; emotional support</td>
<td>63%</td>
</tr>
<tr>
<td>Cultural events</td>
<td>51%</td>
</tr>
<tr>
<td>Government responsiveness to residents’ needs</td>
<td>50%</td>
</tr>
<tr>
<td>Total # of local social media friends &amp; connections Angelenos have</td>
<td>50%</td>
</tr>
<tr>
<td>Public/open streets gatherings</td>
<td>49%</td>
</tr>
<tr>
<td>Public transit riders</td>
<td>34%</td>
</tr>
<tr>
<td>Participation in neighborhood councils</td>
<td>26%</td>
</tr>
<tr>
<td>Residential segregation</td>
<td>23%</td>
</tr>
<tr>
<td>Travel time to work</td>
<td>20%</td>
</tr>
<tr>
<td>Voting rates</td>
<td>16%</td>
</tr>
<tr>
<td>Access to free wifi</td>
<td>10%</td>
</tr>
<tr>
<td>Transit-accessible housing &amp; employment (the share of housing units &amp; percentage of jobs that are located within a half-mile of transit)</td>
<td>10%</td>
</tr>
</tbody>
</table>

**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.

**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.
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 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!

31% 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.
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 Verdelic 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
Jenessse 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