

The
People's
Corridor

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ACKNOWLEDGEMENTS:

South Central by South Central (SCXSC)
SCXSC Businesses

- Delicious at the Dunbar
- Hank’s Mini Market
- Hot & Cool Cafe
- Mercado La Paloma
- Sip and Sonder
- South LA Cafe
- The Tree South LA
- Village Market Place

LA Great Streets

Nelson\Nygaard Consulting Associates

Los Angeles City Council District 8

Los Angeles Department of Transportation (LADOT)

Los Angeles Bureau of Street Services

BLOCK PARTY AND COMMUNITY CONVENING LOCAL VENDORS

Asatta, *Plants N Tingz*

Cary Earle, *Earle’s On Crenshaw*

Elle Watson, *I Love Juellez*

Neika Hattley, *My Daddy’s Recipe*

Paige Butler, *Freedom Food Project*

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Stephanie [Last Name], *Piece Love Soul*

Wose Kofi, *Baba’s vegan cafe*



TABLE OF CONTENTS

6	Executive Summary
10	Community Context
18	Project Overview
20	Engagement Process
34	Findings
39	Community Vision and Capacity
42	Recommendations
53	Conclusion

OUR MISSION

Community Coalition (CoCo) works to help transform the social and economic conditions in South LA that foster addiction, crime, violence and poverty by building a community institution that involves thousands in creating, influencing and changing public policy.

CORE VALUES



LEADERSHIP DEVELOPMENT

Enhancing the capacity of historically disenfranchised people to become empowered, responsible leaders who can initiate and lead efforts for long-term, sustainable change.



COMMUNITY INVOLVEMENT

Uniting residents beyond racial and generational lines to become engaged in the civic life of their community and to use Community Coalition as a vehicle to transform the socioeconomic conditions of South LA.



CONTRIBUTE TO THE BUILDING OF A SOCIAL MOVEMENT

Generating and sustaining relationships and strengthening alliances with other organizations dedicated to social and economic equity.



EDUCATION AND TRAINING

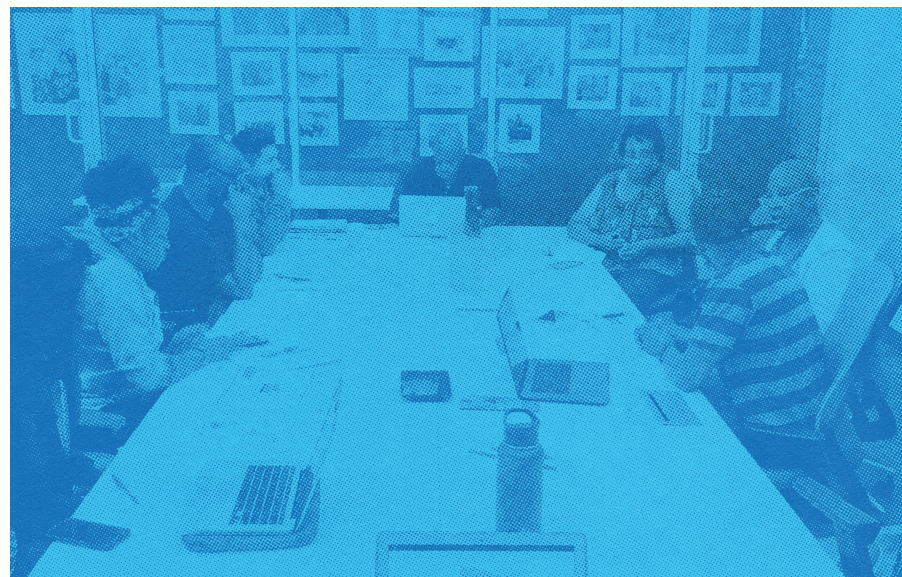
Developing the skills and knowledge needed to influence, shape and create the type of policies and programs that will improve the quality of life for South LA families.



ADVOCACY

Uniting people to work collectively to advocate on their own behalf for more equitable social and economic policies.





EXECUTIVE SUMMARY

The Vermont Manchester Corridor in South LA is Community Coalition’s focus area as part of the City of Los Angeles’ 2019 Great Streets Challenge Grant.

The Corridor was once a thriving community hub. However, like many current corridors and spaces throughout South LA, a very different reality has evolved that includes blight, vacant lots, nuisance busi-nesses and other unhealthy or unsafe uses of land. These are a result of red-lining, racial covenants, and other policies that helped pave the way for widespread neglect, public and private disinvest-ment, and overall community disadvantage.

The Corridor was selected for the Great Streets Challenge because of the development occurring on the northeast corner of the intersection. In 2018, Los Angeles County seized a four-acre property at the NE corner of Vermont and Manchester that had remained vacant since the 1992 Unrest, and is developing affordable housing, a boarding school, and a job development center that will impact conditions like pedestrian/vehicle traffic. While LA County is leading the new development, CoCo is committed to ensuring that the adjacent corridor is a model of community-driven revitalization; a hub for economic development and small businesses established for South Central by South Central.

WHY GREAT STREETS

The Great Streets Challenge presented an opportunity to advance CoCo’s “People First Platform for Equity and Opportunity” (the Platform). The Platform is CoCo’s policy agenda and vision that is directly informed by South LA youth and families. The Platform is a multiyear, multifaceted vision for South LA that is comprised of three pillars: Demand our Dollars, Generate Justice, and Build Thriving Communities. Our Vermont-Manchester Corridor Great Streets project fits squarely within the Build Thriving Communities pillar of the Platform. However, all Pillars interact and must be addressed to create the scaled transformation that South LA youth and families deserve in all its corridors.

When CoCo accepted the Great Streets Challenge, our focus remained on executing a project that ultimately exercised, scaled, and uplifted the leadership of South LA community members to enact tangible change in their communities for the better. Within this commitment, our primary project objectives included:

- Successfully engage and build lasting partnerships with a critical-mass base of Vermont-Manchester constituents, community stakeholders, and South LA residents long-term to ideate and lead a process that resulted in a historic win for South LA communities.
- Address the physical conditions of a prominent and strategic South LA neighborhood with a rich legacy of culture, advancement, and success for African-American and Latinx South LA residents.
- Strengthen partnerships with local businesses to create collective capacity around attracting responsible investment.

Our multi-faceted approach to data collection entailed a survey completed by 520 residents and community stakeholders, the Great Streets Town Hall and other resident-driven learning spaces consisting of nine interactive workshops, three South LA Business tour roundtables, and a pedestrian/bicycle count of the Vermont-Manchester Corridor.

Across quantitative and qualitative data collection strategies, four key themes emerged: **Health and Well-ness, Economic Growth, Preservation of History and Local Culture, and Safety.**

Within the near-term installation of The People’s Corridor build design, residents have identified the following improvements to fund with the \$500,000 of seed money:

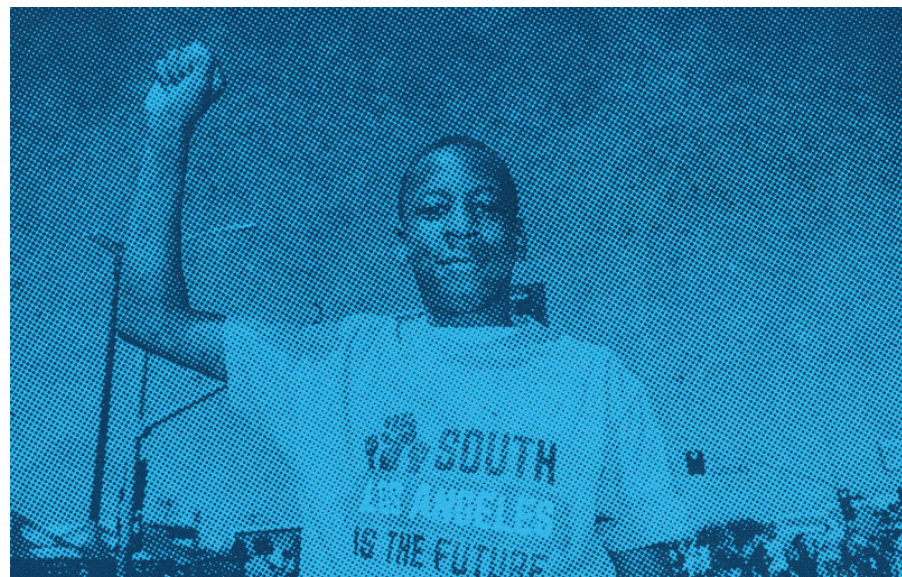
- Creating a Social Hub for Resident Recreation & Community-Building
- Visual Art Installations at Major Destination Sites
- More Lighting for Pedestrians
- Increased Traffic Precautions on the Intersection
- Adding Trash Receptacles
- Fixing Street Pavements and Sidewalks

Great Streets has created an opportunity for CoCo to pioneer a new model of development that allows for growth and change while simultaneously promoting and sustaining the vibrancy and culture of Black and Brown communities. People in South LA care deeply about their communities and want them to thrive, but decades of disenfranchisement understandably has resulted in some level of cynicism and distrust. The experience of South LA is not unique. The Great Streets process has reinforced our fundamental belief that when people are engaged authentically and given the opportunity to drive positive community change, they will rise to the challenge.

OUTREACH PROCESS AND DATA COLLECTION

We employed four key strategies to engage residents:

1. Grassroots engage-ment through resident leadership meetings, monthly campaign community meetings, and related strategies.
2. Mass-based events to capture a broader type of audience not formally activated in our organi-zation or the kind of work we produce.
3. Relationship building with local businesses to engage them in the Great Streets project.
4. Digital outreach to incorporate community experiences, input, and engagement directly in the Challenge project and strengthen messag-ing on the intersection between CoCo and the Great Street Challenge Project.



COMMUNITY CONTEXT

South Los Angeles (South LA) is a pillar of strength and resilience in response to and in spite of longstanding neglect, disinvestment and racial oppression.

Home to nearly 1 million primarily African American and Latinx residents, we have been the links that connect and keep traditions, cultures, and languages alive - serving as a catalyst for change. We are at the forefront of leading progressive efforts from education to justice reform. We are a leading voice on equity. We have made South LA our home and put down strong roots, despite America's history of genocide, enslavement, and displacement.

African American and Latinx people have made South LA home since the arrival of early migrants in the 1920's. Despite racist policies

that further segregated these neighborhoods by limiting their access to good jobs, education and housing, families grew strong roots here. Collectively, they fought discriminatory local, state and federal policies that sought to lock them out of opportunity and the middle class. The bonds built through struggle inspired amazing expressions of resilience in culture, spiritual practices, and music in one another. Resistance coupled with manifestations of joy further cemented the aspirations of African American and Latinx people to make South LA a critical catalyst for social change and justice for generations to come.



Vermont Manchester in the 1920's

THEN AND NOW

Blocks from what was once Pepperdine University, the Corridor once boasted shopping centers, restaurants and safe places for families and community to thrive and come together. However, like many corridors and spaces throughout South LA today, a very different reality exists that includes blight, vacant lots, nuisance businesses and other unhealthy or unsafe uses of land. These are a result of red-lining, racial covenants, and other policies that helped pave the way for widespread neglect, public and private disinvestment, and overall community disadvantage. The current conditions of the Corridor, which also includes massive vacant lots and other development needs, cannot be fully understood without considering the larger community's (South LA's) evolution and history over the last century, beginning with the first wave of African American migration in the early 1900's.

While South LA has had multiple waves of cultural, racial and ethnic groups put down roots throughout its history, it's known as a historically Black community in Los Angeles. This is due to the "Great Migration", in which large numbers of African Americans fled racial violence and oppression in the US

...like many corridors and spaces throughout South LA today, a very different reality exists that includes blight, vacant lots, nuisance businesses and other unhealthy or unsafe uses of land.

south over several decades. Like other urban centers throughout the US, South LA became one of the only areas that African Americans were allowed to put down roots due to redlining policies. Also, because of a booming manufacturing economy, it became a place where African Americans could access middle class jobs and ultimately purchase homes.

In the 1960s, U.S. manufacturing companies began shutting their doors in cities across the country and fleeing to cheaper labor centers in the Third World. They took with them millions of well-paying, middle-class, unionized and skilled jobs. In the 1970's and 1980's the economic safety experienced in South LA transformed due to these shifts. South LA alone lost more than 70,000 jobs between 1978 and 1982. By 1989, more than 320 manufacturing plants had shut down, and over 124,000 more workers had lost their jobs.



South West bypass at Vermont intersection after 1992 uprisings.

While South LA was experiencing economic decline, other scaled phenomena occurred, including dramatic demographic shifts as Latinx communities from Mexico, Central America and South America began immigrating to South LA and other parts of the US as they fled a complex set of humanitarian crises from civil war to third world poverty, among others. They came to South LA seeking opportunity and safety. This movement of people is what makes South LA today an African American and Latinx community.

Another major phenomena that emerged in the midst of all of these changes was the crack-cocaine drug crisis and the subsequent War of Drug policies whose height in the 1980's and early 1990's devastated South LA's African American community. Rather than being treated like the public health crisis that it was, the

drug epidemic in South LA was met with suppressive law enforcement policies that further broke down the social fabric of the community and tore families apart. It is in these cumulative and widespread conditions that South LA became the epicenter of the 1992 Civil Unrest (also known as the 1992 Los Angeles riots), which due to community outrage resulted in violence, 53 deaths, and massive property damage, including properties once located on the Vermont Manchester Corridor's now-vacant lots. These lots, similar to many other plots of land destroyed in the wake of the Unrest, have seen little to no development in nearly 30 years, despite ongoing commitments and promises from both public officials and private developers.



COCO'S HISTORY AND CURRENT CONTEXT

For 30 years, CoCo has helped turn a flicker of hope—arising from a small gathering of people in a living room convened by founder and now Congresswoman Karen Bass—into a vibrant reality for thousands of African American and Latinx residents and youth.

CoCo is the birthplace of significant strategic alliances that have been successful in winning fights for justice and equity. CoCo has galvanized everyday youth and adult residents and partnered with community leaders, Community-based organizations, and City/County entities, to promote equitable/responsive changes in SLA. Victories have included shifting over \$2B to the most disinvested schools in South and East LA, disrupting the school-to-prison-pipeline, and addressing deficiencies in child welfare and justice policies to keep more families together, with increased safety net resources, among many other quality of life victories. Further, resident-driven efforts to address the built environment are part of CoCo's DNA.

One of CoCo's earliest groundbreaking campaigns, following the 1992 Unrest in which many properties were destroyed, including many liquor stores, was "Rebuild South LA without Liquor Stores". This campaign sought to address widespread drug trafficking and the built environment during the height of the crack-cocaine crisis. The campaign began with the collection of 1,100 surveys from residents that identified liquor stores as a significant source of nuisance activity that ubiquitously promoted crime, violence and drug use in South LA. As a result of the "Rebuild" campaign, over 150 liquor stores were shut down, repurposed or adopted corrective conditions to increase safety throughout the South LA region.



Hattem's Shopping Center on South Vermont Avenue, 1933



A TRUSTED CITY PARTNER

CoCo is also a trusted and respected partner to the City of Los Angeles. For example, in 2018, CoCo was tapped by City Council President Herb Wesson and Councilmember Mitch O’Farrell to serve as a lead partner for embRACE LA, a City-wide project devoted to bringing Angelenos together to have challenging and necessary conversations around race/racism in our City, and to gather the pulse from participants on how we collectively move forward in addressing systemic inequity. In two months, CoCo successfully oversaw the execution of over 125 coordinated dinner dialogues held across LA in both residential and institutional locations, convening over 1,000 Angelenos from various backgrounds and experiences. Given the extensive positive response by residents and overall success of the dinners, the City of LA has designated CoCo as a lead partner to facilitate the next iteration of embRACE LA, which includes looking at ways to expand beyond dialogue to help mechanise equity practices as a function of City government.



DEMOGRAPHICS

CoCo’s target constituency are everyday South LA youth and families. South LA is home to approximately 900,000 primarily African American (27.4%) and Latinx (68.2%) residents who represent their community’s greatest asset and protective factor. South LA is bordered by the 105 Freeway to the south, La Cienega Boulevard to the west, the 10 Freeway to the north and Alameda Street to the east. For decades South LA youth and families have been at the forefront in leading groundbreaking efforts to break cycles of intergenerational poverty, and address practices and policies that have harmed poor and low-income communities of color, while putting forth alternative solutions to community wellbeing as imagined by those most impacted the issues.

Though decades of community-driven victories have had tangible, positive impacts on the quality of life in South LA, the conditions plaguing South LA are deeply ingrained in systemic inequity and require long-game efforts that continue to cultivate the leadership and resiliency of everyday people to create change on their own behalf. Significant socioeconomic disparities that exist today between South LA and other LA County communities span a myriad of quality of life indicators, from education to safety to employment. For example, 8.6% of adults in South LA have a college or postgraduate degree, compared to 55.8% in West LA, a more affluent part of LA County. Further, South LA’s unemployment rate is 13.6% to West LA’s 5.6%. For reference, the overall unemployment rate of LA County is 10.2%.



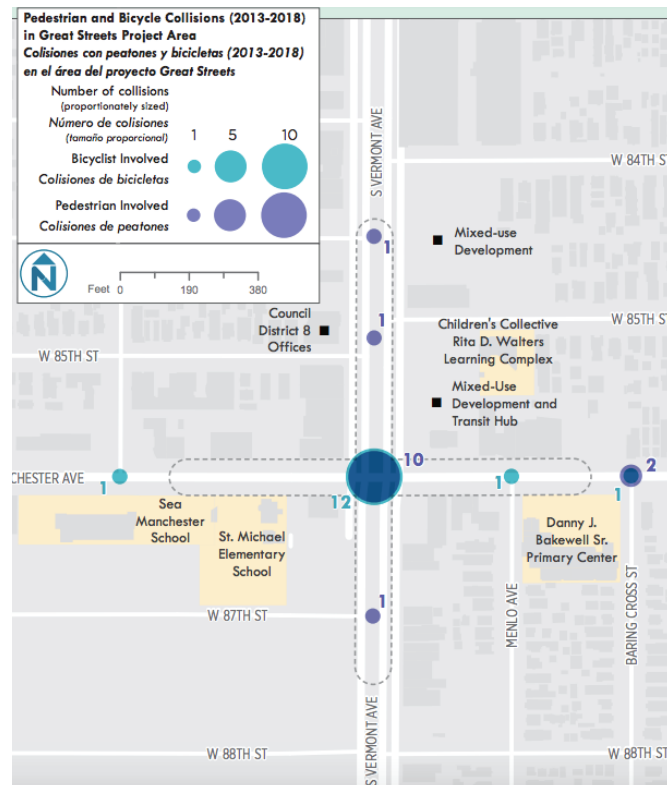
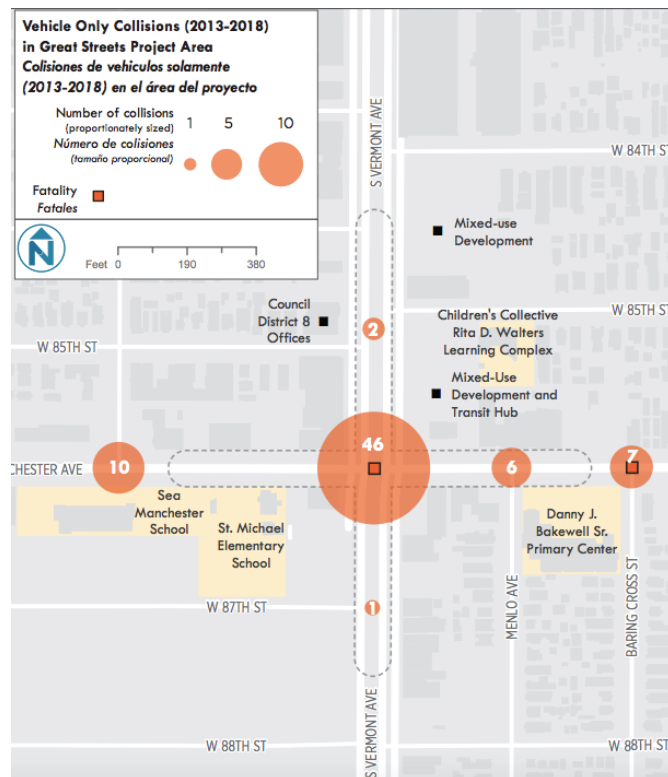
THE PEOPLE FIRST PLATFORM FOR EQUITY AND OPPORTUNITY

CoCo is uniquely aligned and poised to fully leverage ongoing partnership with City, including its Great Streets Challenge, as it works to advance the “People First Platform for Equity and Opportunity” (the Platform). The Platform is CoCo’s policy agenda and vision that is directly informed by South LA youth and families. CoCo laid the groundwork for the Platform through efforts that grew civic participation, elucidated community priorities and increased community leadership. Among highlights, CoCo leveraged the Anniversary of the 1992 Civil Unrest in 2017 to transform its headquarters into a month-long art gallery, and hosted panels to spark dialogue with over 2500 residents about South LA’s past, present, and future; CoCo also led an investigative poll to broadly understand the perspectives of over 4,200 youth and adult residents on the current health and safety climate in South LA. Shaped by these efforts, in 2018, CoCo launched the People First Platform, which is a multiyear, multifaceted vision for South LA that is comprised of three pillars. Specifically, it is a framework that will be utilized to drive multi-issue grassroots campaigns that strengthen South LA’s social safety net, invest greater resources in high needs communities, reform justice policies, and transform the built environment for an improved quality of life in South LA.

Our Vermont-Manchester Corridor Great Streets Challenge Grant project fits squarely within the **Build Thriving Communities** pillar of our Platform. However, all Pillars interact and must be addressed to create the scaled transformation that South LA youth and families deserve in all its corridors.

"Build Thriving Communities means to me that on Saturday mornings we will go to the park and see kids play a tournament. The community will gather at the park to root for the home team. We don't see community pride today. We want to see more youth involvement. We want to see more youth centers and programs. Instead of them hanging out in the streets, there should be things for them to do in our own community. We shouldn't be driving 30 minutes away. We should actually have it in our community."

– SYLVIA ALONSO
Community Coalition Member



VERMONT MANCHESTER CORRIDOR— BUILDING THRIVING COMMUNITIES

Our Project Area is the .1 mile radius of the Vermont Manchester Corridor, in the Manchester Square neighborhood. It is the second largest traveling corridor in the County, has high-population density, and a high-injury index. In 2018, Los Angeles County seized a four-acre property at the corner of Vermont and Manchester that had remained vacant since the 1992 Unrest and is developing affordable housing, a boarding school, and a job development center that will impact environmental conditions like pedestrian/vehicle traffic. Assets within .5 miles include a constituent center, a Department of Public Social Services, a plethora of small businesses, a new park, and CoCo's headquarters which serves as a civic hub. The land that remained vacant for nearly three decades was symbolic of the systemic disinvestment and decay that South LA has experienced. While the County is leading the new development, CoCo is committed to ensuring that the adjacent corridor is a model of community-driven revitalization; a hub of economic development and small businesses established for *South Central by South Central*.

ALIGNMENT WITH CITY PRIORITIES AND PLANS

Our proposed project area bolsters various City of Los Angeles priorities that include Mobility, Health and Safety, and Equity and Inclusiveness. The Vermont/Manchester intersection is both a Transit Priority Area and the Transit Enhanced Network, and visually one can see the immense foot, vehicle and transit traffic throughout the day. It is also in a Vision Zero high-injury network, which is not surprising given that the traffic mortality rate in Manchester Square is 12.4 for every 100,000 residents, compared to 8.8 for the City of Los Angeles as a whole. Due to the historic disinvestment in South LA, the Manchester Square neighborhood experiences high social and economic disparities compared to the rest of the City. The area's Community Health and Equity Index is 61.60, which is among one of the highest in the City. This speaks to the overlay of complex inequities and disparities tied to land use, access to food, transportation, crime and pollution burden.

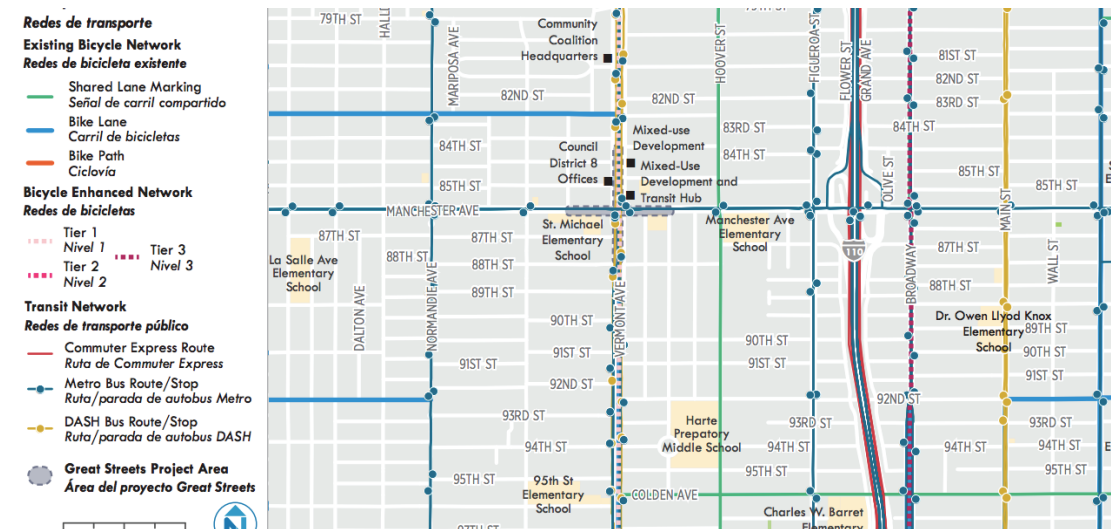
GREAT STREETS AND DEEPENING THE RESIDENT BASE

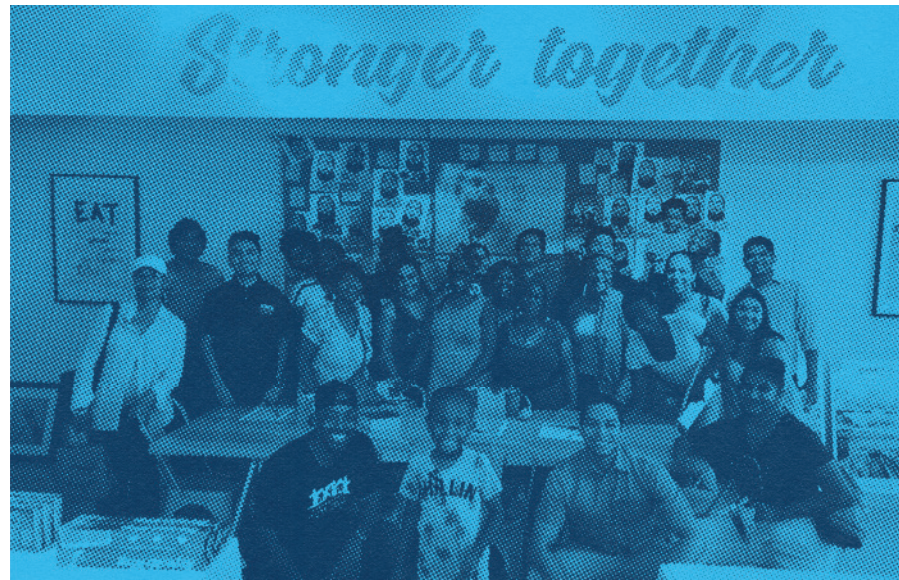
As previously described, CoCo's deep engagement with the quality of life for South LA communities has been a refined practice of the organization since its inception. The launch of the People's First Platform in 2018, a policy agenda designed directly in relation to the lived experiences of South LA residents impacted by multiple intersecting system failures, operationalized our organization's ability to address the historical neglect of the built environment in South LA in an innovative way. Through our "Building Thriving Communities" pillar, CoCo leadership and our members developed a renewed commitment and analysis around how we can shift power and resources to improve the physical conditions of our streets and neighborhoods. Recognizing the landscape surrounding South LA's built environment was now more than ever being greatly influenced by commercial investment, CoCo began to identify key development projects as vehicles that could effectively address the material conditions of public decay, blight, and physical neglect that are increasingly prominent in our headquarter's "backyard" - the Vermont-Manchester Corridor. Yet simultaneously with the decades-long neglect of the vacant lot situated on NE intersection, along with the imminent domain seizure by LA County in 2018, it presented a unique and immediate organizing opportunity to ensure development efforts would align with local residents' needs and desires for a safer, more inter-

active, and recreationally viable intersection, and ultimately, neighborhood.

In January of 2018, CoCo members and community residents formed the People's Lot Committee, a resident-driven committee tasked with directly engaging and organizing the Vacant Lot developers and other key decision-makers to bring community voice into every phase of the development process. As residents took greater ownership of the committee, they changed their cohort's name to South Central by South Central and begin honing their ability to recognize the highly complex and dynamic processes that result from these types of multi-billion dollar infrastructure projects. CoCo's successful application to the Great Streets Challenge Project enabled the organization to leverage the preexisting momentum and capacity of local resident leadership in a way that allowed residents to: (1) Fully actualize their power to lead, inform, envision, and direct key development processes and (2) Interact directly with government officials around a complementary, near-term build project on the Vermont-Manchester Corridor that is uniquely accessible to community residents.

Development is a multi-year process and Great Streets is helping to keep resident momentum strong during this extended period, building community excitement through tangible progress and enhancing civic engagement.





COCO'S GREAT STREETS ASSESSMENT AND STRATEGY

As aforementioned, due to public and private disinvestment and the chronic neglect of South LA and its corridors, South LA communities experience an overconcentration of vacant lots, nuisance sites and physical deterioration of public space that is definitive of CoCo's Challenge Site, the Vermont-Manchester Corridor.

What has resulted from chronic disinvestment of this corridor is:

- Lack of pedestrian safety due to low and poor lighting and street and traffic elements that do not safeguard community members who are on-foot or cyclists (i.e. faded crosswalks, small sidewalk curbs, etc).
- Visible landscape and building deterioration, poor waste management, and dismal bus shelters.
- High vehicle and cyclist collisions.
- Lack of walkability, recreational or congregational spaces for residents to safely share community and activate public space with art, culture, and history.

When CoCo accepted the Great Streets Challenge, our focus remained on executing a project that ultimately exercised, scaled, and uplifted the leadership of South LA community members to enact tangible change in their communities for the better. Within this commitment, our primary project objectives included:

- Successfully engage a critical-mass base of Vermont-Manchester constituents, community stakeholders, and South LA residents long-term to ideate and lead a process that resulted in a historic win for South LA communities.
- Address the material conditions of a prominent and strategic South LA site with a rich legacy of culture, advancement, and success for African-American and Latinx South LA residents in jeopardy of extinction.
- Strengthen and activate partnerships with local economic engines to create collective capacity around moving the needle to ensure our communities thrive.

It was clear upon entering into partnership with the City through the Great Streets Challenge, many of our expect-

tations and objectives were aligned. In order for CoCo to be a fruitful partner in this process, the City articulated the need for rigorous community outreach and input, well-executed mobilization events that generated sustained excitement and education around the Great Streets Challenge, as well as the thoughtful development of a build design truly emblematic of community voice. In order to fully deliver on these expectations, CoCo ensured that we deployed a proactive, resident-led, and highly organized strategy and team suited for the challenge.

The outreach process, along with the Great Streets Challenge as a whole, provided our organization the needed vehicle to galvanize disenfranchised community residents to participate in an active and meaningful project with immediate implications for their community. Additionally, it added needed capacity around the leadership development of our residents by providing an additional platform to sharpen critical thinking, issue development, and community engagement skills at a level that has not been available concerning the built environment in recent years.

THE COMMUNITY'S VISION FOR THE CORRIDOR

South LA community members deeply desire to see the transformation of the built environment that serves the interests of current residents. In other words, residents want improvements without displacement. Of the thousands polled to develop the People First Platform, nearly 500 respondents reside in the 90044 zip code of the proposed project area. Via the poll, residents shared the following insights regarding the built environment, which largely coincide with later finding as part of the Great Streets project:

- 63%** Expressed concerns about the number of vacant and abandoned lots that dot their community.
- 80%** Reported that it should be a high priority of the city to develop city-owned lots into community-friendly spaces.
- 76%** Added that the safety and cleanliness of public spaces, such as parks, should be a principal focus.
- 76%** Said that public spending should be directed toward efforts to build more recreational spaces.

These numbers reflected through the People First Platform were in direct correlation to what was shared in the Great Streets Challenge survey. In partnership with Great Streets, CoCo was able to understand community desires on a more granular level. Ultimately the vision of residents for the Vermont-Manchester Corridor is a built space that qualitatively transforms these four major experiences and focal points: **safety, economic and local business growth, health & fitness, and preservation of history and local culture.**



"I have lived in this community since I was ten years old, and I know what the community looked like. It looked beautiful, it was safe, it had everything the residents needed. After the Civil Unrest in '92, the City's neglect for our communities grew. I would like to see it back flourishing- better than it was. That means places to eat, clean sidewalks, safety from vehicles, and beautiful spaces and art. I want to feel proud of my community once again. Our community of Black & Brown people deserve that."

MARIA ISABEL RUTLEDGE

Life-long South Central Los Angeles resident

CoCo's Four-Tiered Approach

STRATEGY 01



GRASS-ROOTS ENGAGEMENT

At the core of CoCo's mission and organizational strategy, we engage community residents through effective, ongoing and participatory community organizing tactics aimed at building internal leadership and capacity. Things were no different with our Great Streets Challenge, and we utilized these methods to inform and involve local constituents within the Challenge Project. This includes, but is not limited to, weekly resident leadership meetings, monthly campaign community meetings, organizational Open Houses, home and private visits, street canvassing, and Campaign Town Halls and convenings.

STRATEGY 02



MASS-BASED EVENTS

To complement our grassroots engagement and capture a broader type of audience not formally activated in our organization or the kind of work we produce, between August 2019 and January 2020, CoCo launched, led, and participated in a series of cultural and artistic mass-based events targeting the South LA demographic in an effort to strategically inform and onramp residents of CoCo's ongoing work with the Great Streets Challenge and the South Central by South Central resident campaign. This includes, but is not limited to, Great Streets Pop-Up Events and South LA community events and festivals with 300 or more attendees.

STRATEGY 03



LOCAL / BUSINESS PARTNERSHIPS

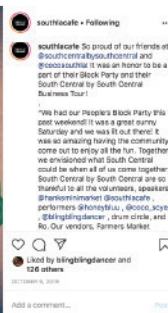
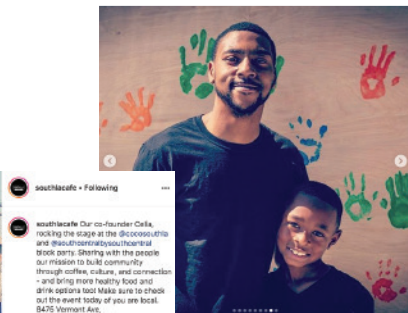
As a core objective for the organization and more specifically this Challenge Project, cementing and expanding economic partnerships at the local level to impact our ability to revitalize our communities by bringing in new stakeholders was an additional set of engagements created. This vital relationship cultivation with South LA financial actors has been centered on bringing the business owners along the Vermont-Manchester Corridor and within the greater South LA community into the Challenge Project. This includes, but is not limited to, South LA Business & History Tours, alliance spaces and coalitions, and business grand openings and events.

STRATEGY 04



DIGITAL OUTREACH

Throughout the Challenge process, CoCo used a diverse amount of digital strategies to incorporate community experiences, input, and engagement directly in the Challenge project. This includes, but is not limited to, email blasts to 5,000+ contact database, phone banking, and online surveying. Additionally, to continue strengthening our messaging on the intersection of CoCo's Great Street Challenge Project and residents' long-term commitment to addressing South LA's built environment, we utilized social media (namely Instagram and Facebook) to project our work and continue to build engagement around Great Streets and the South Central by South Central Campaign.



The successful execution of these strategies were mission-critical to ensuring CoCo could amass the type of community capacity and knowledge necessary to be a robust Great Streets Challenge Partner. More specifically, conducting these strategies for the Great Streets Challenge allowed CoCo to ascertain a certain level of insight and involvement around constituents' feedback concerning the broader South LA development landscape that compelled us to shift how we were engaging our land use and built environment campaign. It was this qualitative leap produced from our Great Streets community engagement that helped to move us from the People's Lot Committee (PLC), focused solely on the development of vacant lots, to South Central by South Central Campaign (SCXSC), which possesses a larger understanding and mission around the equitable development of South LA communities and neighborhoods, and became CoCo's hub for developing a team of Great Streets Ambassadors.



PHASE ONE: VISIONING

Between August and October 2019, CoCo kicked-off the Great Street Challenge with Phase One, the Visioning Phase. CoCo understood the significance of the Visioning Phase and established one overarching goal: to orient our community around the Great Streets Initiative and community-driven development.

In support of that goal, we established an interwoven set of objectives for Phase One:

1. Deepen CoCo’s ongoing organizing of resident-leaders to increase their knowledge, engagement, and commitment to the equitable development of the Vermont-Manchester corridor.
2. Align CoCo’s base-building efforts with the Great Streets Challenge to position these resident-leaders to be ambassadors for our Great Streets Challenge.
3. Robustly generate excitement and solicit input from the broader community by:

Strategically scaling our community’s contact and involvement with the project through mobilizations, activation experiences, and mass-based events centered around community and neighborhood envisioning.

- Properly assessing community desire and needs concerning the Vermont-Manchester corridor and the surrounding area to inform CoCo’s Great Streets strategy and eventual build project.
- In order to advance these goals for Phase One, CoCo conducted a plethora of activities aimed at involving residents in the envisioning of the Vermont-Manchester corridor spanning our four strategy areas.

PHASE ONE: AUGUST 1ST 2019- OCTOBER 25TH 2019

NAME	DESCRIPTION	OCCURRENCE	Strategy	Est. # of People Reached
Weekly Resident Leader Meetings	Met with South LA community leaders to strategize on how to do meaningful community engagement throughout the Great Streets Initiative Challenge process.	Weekly Thursdays (13 in total)	Strategy 1	20
Monthly Community Base Meetings	Meet South LA community members to develop a community-informed transformation of the Vermont Manchester corridor.	August 7th 2019; September 4th 2019; October 2nd 2019 (3 in total)	Strategy 1	90
Streets Canvassing	Trained and led community members to collect Great Streets surveys around the Vermont Manchester neighborhood. Went out into the community to engage residents about the Corridor.	From Wednesday, September 11th to Friday, October 4th, we went every week on Wednesdays, Fridays, and Saturdays (11 in total)	Strategy 1 and Strategy 2	500
#SouthCentral-BySouthCentral Media Campaign	Our Social Media Hashtag campaign crafted to brand, reinforce, and disseminate CoCo’s Great Street Challenge Project to the broader South LA Community.	Ongoing	Strategy 4	300
Private/Home Visits	Met community members at their home to learn about their relationship to the Vermont Manchester corridor. Many of them became our most committed members leading the Great Streets process for their community.	Once a week (Total of 15 visits)	Strategy 1	30
CoCo Open House	An organization wide event for community members new to Community Coalition. One of the breakouts of the event was regarding our Great Street Initiative participation.	Saturday, August 24th	Strategy 2	90
CoCo Artivism House Party	An event that gathered South LA Artists to engage community members around the use of art as a direct effort to preserve the history and culture of the community. The agenda included a dialogue that encouraged members to identify opportunities to use art as resistance, the Great Streets Initiative being one of the main ones discussed.	Friday, August 24th	Strategy 2	60
DaFunction Community Event	Led a tent at this large South LA community event, and engaged community members around the Great Streets Initiative Challenge that Community Coalition got selected for.	Saturday, August 10th	Strategy 2	100
SCXSC/GS Block Party	Event #1: Led a Block Party on the Vermont Manchester corridor.	Saturday, October 5th	Strategy 2	450
South LA Tours	A community led initiative aimed at showcasing the relationship between business owner and the community with a focus on how communal capital is a value that both owners and residents share. Focus was able to address the development landscape in South LA and introduce Great Streets.	Saturday August 31st; Saturday October 26th	Strategy 1 & Strategy 3	38

HIGHLIGHTS FROM PHASE ONE

The Pop-Up Block Party

Although engagement was happening sooner, the Great Streets and South Central by South Central Block Party served as our official Great Streets kick-off event. Our goals for the event were to get people interested and safely involved, gather information about the community, identify needs and issues, and engage residents who typically are hard to reach.

To fulfill our event objectives, we implemented a number of activities, including: a Farmer’s Market featuring more than eight South LA community grocers; a face painting and art making station that uplifted empowering images/messages about South LA and black/brown communities; a community stage that hosted spoken word, music, and dance performances about South LA as our home; clothes & apparel vendors that sold goods from local businesses; and an envisioning station with parklets, umbrellas, other potential streetscape installations.

In keeping with CoCo’s policy, we did not require or ask for sign-ins from community members, as this can be a deterrent to participation and we consider it a violation of privacy. We estimate that over 500 community members were in attendance and we formally collected 297 Great Streets surveys. In addition to collecting a large number of surveys, the Block Party was successful on several fronts. We leveraged many other resources and organizations across South LA and brokered partnerships between CoCo and local businesses, vendors, and artists. Additionally, residents’ deep engagement around the transformation of the Vermont-Manchester corridor was continually centered and many residents engaged in conversations about their vision for the corridor. The Block Party also was a successful base-building vehicle, as we recruited new members and resident leaders to move the work forward.

Fifteen CoCo staff members and 25 volunteers worked in tandem to make this event successful. The only real challenge we encountered during the event was that we did not have enough translators for the survey. Pre-event, the greatest challenge revolved around the cumbersome city permit process. Although our staff was not directly involved in securing the permit, the lesson learned was that clear lines of responsibility need to be drawn and we need to maintain oversight of all aspects of event logistics. While not a new lesson learned, the Block Party reinforced that it is possible to engage residents in vital community improvement efforts within the context of a fun and empowering event.



“The block party allowed us to celebrate our community and highlight the need for safer streets that can facilitate public recreation.”

ZURIEL ESPINOSA

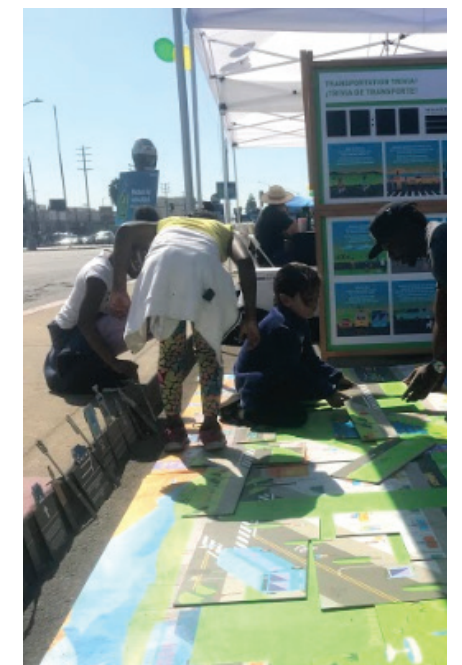
Life-long South Central Los Angeles resident



“The beauty of our Vermont-Manchester community was truly expressed in every way at the Block Party.”

KADMIEL MCADOO

Life-long South Central Los Angeles resident



OUTCOMES FROM PHASE ONE

Across these events, we engaged an estimated 1,500+ residents in the envisioning process. Our resident-leaders were instrumental in conceptualizing, planning and implementing these events, dedicating countless volunteer hours to ensuring their success.

By the end of Phase One, we were successful in meeting our primary goal of orienting the community to Great Streets and the process of resident-driven community development. At the end of Phase I, we not only had quantitative and qualitative findings that underpinned the vision, but we had engendered a deep sense of project ownership on the part of residents. Most notably, our South Central by South Central Campaign jumped from eighteen to twenty-four leaders. Resident-leaders played a central role in all events, collection efforts, and facilitated small group dialogues to dive into survey results and supplement those findings with critical qualitative data that gave the survey results depth and context. By the end of Phase I, their commitment to the Great Streets project had intensified, as they developed a solid understanding of how Great Streets connected to their bigger vision for South LA and were equipped to serve as exceptional ambassadors for our Great Streets project. Beyond the resident-leaders, the mass

events that combined family fun with visioning activities and survey collection succeeded in generating tremendous excitement about the project's potential and enabled us to engage residents outside of our core base.

PHASE ONE CHALLENGES & LESSONS LEARNED

During Phase One of the Great Streets Challenge, the most significant obstacle CoCo encountered was combatting much of the apathy that many local constituents around the Vermont-Manchester Corridor felt by living in sustained environments of chronic disinvestment. Though our work effectively captured hundreds, many people expressed discomfort and distrust working with the City to divulge personal information or opinions for fear of backlash. Navigating these mindsets and mobilizing residents in spite of this historical trauma and apprehension compelled CoCo and our resident leadership base to remain persistent, resourceful, and optimistic. We also learned to better leverage our local partnerships in a greater way to enhance the community's trust in us as many of our residents exercised leadership on behalf of Great Streets and CoCo for the first time and were unfamiliar to different parts of the community. Phase Two: Design Concept



PHASE TWO: DESIGN CONCEPT

From the end of October 2019 to the end of November 2019, CoCo executed Phase Two of our Great Streets Challenge Project, entitled the Concept Design Development. For Phase Two, CoCo's goal was to translate the community's broad priorities into a concrete concept.

In support of that goal, we established an interwoven set of objectives for Phase Two:

- Further survey and other data collection with residents, local businesses, and other key stakeholders led by CoCo's South Central by South Central resident leadership.
- Deepen CoCo's ongoing organizing of resident-leaders within and outside of the South Central by South Central base to increase their knowledge, engagement, and capacity to thoughtfully analyze, ideate, and prioritize a comprehensive build design.
- Successfully refine broad community feedback into succinct and systematic build design categories with a strong analysis tied to root causes and creating functional built spaces.

In order to advance these goals for Phase Two, CoCo conducted a plethora of activities aimed at involving residents in the conceptual development of an appropriate build design spanning our four strategy areas.



PHASE TWO: OCTOBER 26TH 2019 - NOVEMBER 31ST 2019

NAME	DESCRIPTION	OCCURRENCE	Strategy	Est. # of People Reached
Weekly Resident Leader Meetings	Met with South LA community leaders to strategize on how to do meaningful community engagement throughout the Great Streets Initiative Challenge process	November 5, 2019; November 12, 2019; November 19, 2019 (3 in total)	Strategy 1	61
Monthly Community Base Meetings	Meet South LA community members to develop a community-informed transformation of the Vermont Manchester corridor.	Thursday, November 21, 2019	Strategy 1	40
Private/Home Visits	Met community members at their home to learn about their relationship to the Vermont Manchester corridor. Many of them became our most committed members leading the Great Streets process for their community.	Wednesday November 6th, Wednesday November 13th, and Wednesday November 20th (3 in total)	Strategy 1	17
Streets Canvassing	Trained and led community members to collect Great Streets surveys around the Vermont Manchester neighborhood. Went out into the community to engage residents about the Corridor.	Every week on Mondays (November 4th, 8th, 11th, and 15th)	Strategy 1 and Strategy 2	250
South LA Tours	A community led initiative aimed at showcasing the relationship between business owner and the community with a focus on how communal capital is a value that both owners and residents share. The tour ended with the Central Avenue Great Streets Location (where Aneesa Andrabi of Great Streets led the facilitation) that gave community members context of what the Vermont Manchester Corridor could look like.	Saturday October 26, 2019	Strategy 1 and Strategy 3	25
#SouthCentral-BySouthCentral Media Campaign	Our Social Media Hashtag campaign crafted to brand, reinforce, and disseminate CoCo's Great Street Challenge Project to the broader South LA Community.	Ongoing	Strategy 4	700
Great Streets Community Convening	The second mass based event COCO held that focused on unveiling the data collected through canvassing and the Block Party to begin envisioning how the Great Streets changes will go and where.	Saturday, November 16th, 2019	Strategy 1 and Strategy 2	65
Great Streets Community Working Group	Met with South LA community leaders who took the initiative to lead and strategize on how to do meaningful community engagement throughout the Great Streets Initiative	Wednesday, November 6th and Wednesday, November 13th.	Strategy 2	15
CoCo People First Assembly	A mass based event that strives to expose community campaign residents to other efforts being led around the South LA community. One of the breakouts specifically presented the outcomes of the Great Street findings, and allowed residents to continue a thorough their input.	Saturday, November 23, 2019	Strategy 1	80

HIGHLIGHTS FROM PHASE TWO

South LA Tours



Conducted bimonthly, the South Central by South Central Campaign executed a curated South LA Tour, which are monthly resident activation experiences where community residents embark on a historical tour of South LA, including notable and historical land sites for African-American and Latinx residents' connection to the City and also CoCo. Once the Great Streets Challenge initiated and the South Central by South Central base began to cultivate deeper relationships with local businesses, the tours were expanded to also showcase the economic history of the Vermont-Manchester Corridor and South LA at-large, and shine a light on longstanding/emerging businesses and economic vehicles in South LA that remain owned, operated, and beneficial to South LA's historical residents. Additionally, as the excitement around Great Streets began to generate throughout the community, the South Central by South Central base was able to leverage the South LA Tours to visit/discuss former Great Street development sites and subsequently host conversations with both community residents and local businesses around local economic power and community-driven development.

Great Streets Community Convening



"Being able to assist in empowering our community to help reshape and revision itself was truly amazing to watch. There is power in the people in this neighborhood."

PAIGE BUTLER

South Central Los Angeles Resident

On November 16th, CoCo and the South Central by South Central hosted our second official Great Streets event, entitled the Great Streets Community Convening. As the centerpiece of our Phase Two, the purpose of this event was to mobilize the community base through a collaborative, dialectical, and interactive set of content and sessions to truly envision what/how tangible investments can transform community conditions and physical spaces at the Vermont-Manchester Corridor. Referencing survey data collected up to that point, at this meeting, over 65 residents broke out in five breakout sessions to investigate and craft a set of solutions to form a proposal that conceptually developed our Vermont-Manchester corridor build design. In these breakout sessions, residents completed mapping exercises to categorically identify key focal areas that needed to be addressed that correlated with what residents envisioned long-term for the Corridor. They then matched these areas specifically with different streetscape elements and tools. This was an incredible opportunity to gather an intergenerational cohort of South LA residents who began to witness the level of engagements it takes to see a project through from concept to design, and to bolster community capacity to lead and engage key decision-makers at the City level.

OUTCOMES FROM PHASE TWO

As we intentionally planned, Phase Two offered a successful leadership funneling process where committed residents to the Vermont-Manchester Corridor could cultivate their leadership ability in a more concentrated effort by stepping up to infuse community feedback in a concept design that was logical, methodical, and within the limits of the Great Streets Challenge Process. Yet at the same time, it was still inclusive of community’s greatest desires for the vision of their Corridor and community, and could be articulated in a way that incentivizes future investment in complementing future builds. Additionally, what resulted from Phase Two was a concrete and specific set of objectives from the community that directly translated into a build design that could be addressed through streetscape elements. It was in this phase we concluded our survey and additional data collection, and we engaged an estimated 625 unduplicated residents in Phase Two, with more than 40% of them being involved in Phase One. Our resident-leaders were instrumental in conceptualizing, planning and implementing these events, dedicating countless

volunteer hours to ensuring their success.

PHASE TWO CHALLENGES & LESSONS LEARNED

Throughout Phase Two, a challenge we encountered was ensuring local residents remained connected to the build design in context of the Great Streets Challenge being an incremental process. Many of our residents who displayed encouraging levels of optimism were challenged by having to fully grasp the wide amount of nuance and stages that encompass a City project of this magnitude. Additionally, morale was slightly impacted by fear that the community’s build design would not be prioritized after the \$500,000 initial build. To help address these challenges, we made an intentional effort to streamline communication between the City and local residents at our events and including our core leadership body in external communications in a greater way, in order to see the broader development at work and the City’s true investment in revitalizing communities who have experienced chronic disinvestment like South LA.



PHASE THREE: CONFIRMING COMMUNITY DESIGN

Starting in December 2019 and culminating on January 23rd, 2020, Phase Three of CoCo’s Great Street Challenge focused on a detailed assessment, and ultimately vetting, of the final build design concept that was formalized in our second phase.

In Phase One, CoCo went wide to engage our broader universe of Vermont-Manchester constituents, South LA residents, and community stakeholders to envision a future for the Corridor with investment. Phase Two, CoCo focused on developing an analysis of the community vision through the facilitation of additional exercises and leadership practices by a group of core resident leaders and stakeholders across South LA. Phase three, our goal was to successfully balloon our engagement yet again to take back to residents what our plan was, and to see if it reflected what the community articulated to us. In service of this goal, our main objectives were:

1. Reconvene a large base of community residents and stakeholders about the prospective final build design and the various streetscape elements utilized in accordance to residents’ envisioning
2. Walk community members through a comprehensive overview of the Great Streets Challenge process about next steps and further community involvement if chosen as a design winner

In order to advance these goals for Phase Three, CoCo conducted a plethora of activities aimed at involving residents in the conceptual development of an appropriate build design spanning our four strategy areas.

PHASE THREE: DECEMBER 1ST 2019 - JANUARY 20TH 2020

NAME	DESCRIPTION	OCCURRENCE	Strategy	Est. # of People Reached
SCXSC Community Meeting	Training led and facilitated by community leaders to prepare a tour with direct stakeholders on the Vermont Manchester corridor, including project developers, business owners, and local community residents.	Thursday December 12, 2019	Strategy 1	20
South LA Development Tour	A tour of developments throughout South LA with stakeholders of the Vermont Manchester corridor, including business owners, local residents, and project developers.	Wednesday, December 18, 2019	Strategy 1 and Strategy 3	20
Weekly Resident Leader Meetings	Met with Community member leaders to get final input and confirm the final community design for Community Coalition's final Great Streets proposal.	Thursday January 16, 2020 and Thursday January 23, 2020	Strategy 1	15
#SouthCentral-BySouthCentral Media Campaign	Our Social Media Hashtag campaign crafted to brand, reinforce, and disseminate CoCo's Great Street Challenge Project to the broader South LA Community.	Ongoing	Strategy 4	700
South Central by South Central Development Meeting	Met with Community members to get final additional input and confirm the final community design for Community Coalition's final Great Streets proposal.	Wednesday, January 22, 2020	Strategy 1	25
MLK Day Parade Freedom Festival	An annual mass based event that CoCo hosts within Council District 8. At this event, the SCXSC base was able to engage residents directly on Great Streets and the progress of Phase Two.	Monday January 20, 2020	Strategy 2	750

OUTCOMES FROM PHASE THREE

As a result of Phase Three, CoCo was able to truly confirm the success of Phase Two through the feedback of the community. In scaling up our community outreach, we were able to reach an estimated 775 unduplicated South LA residents. As we shared with residents throughout the various activities we conducted in this phase potential renderings and a detailed description of the build, we received an overwhelmingly positive response. Residents noted that what is being proposed is reflective of what the community has requested and been deserving of for decades, while also pushing the boundaries on how local residents conceive space, place, and community in a way that advances our collective thinking on the built environment. Additionally, residents showed great enthusiasm that this build could establish a standard that prioritizes real community involvement in development that is not just the result of a reactive pressure, but thoughtful partnership and collaboration.

PHASE THREE CHALLENGES & LESSONS LEARNED

The challenge echoed in Phase Two was also prevalent in Phase Three. Given the level of disconnect many South LA residents are from urban and city planning projects due to historical disinvestment and disenfranchisement, residents' desires to see immediate changes and transformations often challenged us to align residents' requests and concerns with the nature of this process. We learned the value to continue building political trust with residents more unfamiliar to CoCo by grounding our Great Streets process in our larger vision for South LA and movement building work addressing the built environment.

“I have memories of a thriving community with a variety of retail businesses and look forward to the transformation of Manchester/Vermont. As a local small business owner providing services for seniors, I envision clean, well lit, safe streets for the community. It’s important to me that this project reflect and preserve the history, art and culture of South Central LA.”

Vanessa Bailey

Life-long South Central Los Angeles resident



Musician Maya Jupiter partnering with CoCo to end gentrification in South LA.

FINDINGS

CoCo's Data Collection Process

CoCo recognizes the profound importance of convening community residents to use their power in extending their voice to talk about the realities they face. Since our founding, we have relied on the tenets of social investigation to fully discover the conditions in which people live, but more importantly, identify the specific type of responses necessary to holistically address these conditions. In this way, CoCo was able to leverage our experience in community data with tools from the Great Streets Challenge Initiative to utilize the following data collection methods:

COMMUNITY OUTREACH SURVEYS

WHAT/WHO: Co-created by Great Streets and Community Coalition, CoCo disseminated outreach surveys (one in English and one in Spanish) that gathered a range of opinions around the current conditions of the Vermont-Manchester corridor, necessary areas of improvement, along with desired uses of the space and corridor. The target audience for this data were local Vermont-Manchester constituents and South LA residents at-large.

MEASUREMENT: Over 500+ surveys were collected (522 in total recorded)

WHERE: Surveys were shared with residents through door-to-door and business street canvassing, online distribution using Survey Monkey, CoCo's "The People's News" email newsletters, and at key CoCo community events (i.e. Great Streets Block Party and People's First Assembly).

WHY: This information was necessary to properly understand what kind of build project would be representative of the community's desires and aspirations for the vision of the Vermont-Manchester corridor.

WHEN: This process took place within Phase 1 and Phase 2 of the Great Streets Challenge between August and the end of October.

"Canvassing allowed me to step out of my comfort zone and speak with community members. Never would I have thought it would impact me in such a positive and heartfelt way. It allowed me to step out of my comfort zone and become face to face with my community and also made me feel closer to them."

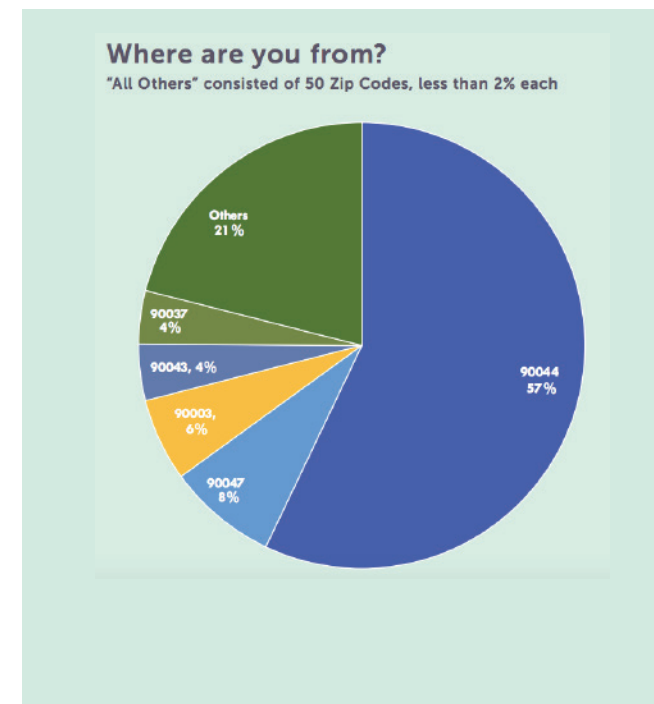
ALEXIS FAULKNOR

Lifelong South Central Los Angeles resident

"Canvassing was a great way to meet the people that walk on Vermont and Manchester everyday. Many of those interviewed were excited to learn that we were a finalist of the Mayors Great Streets grant."

JAIRI SANCHEZ

Lifelong South Central Los Angeles resident

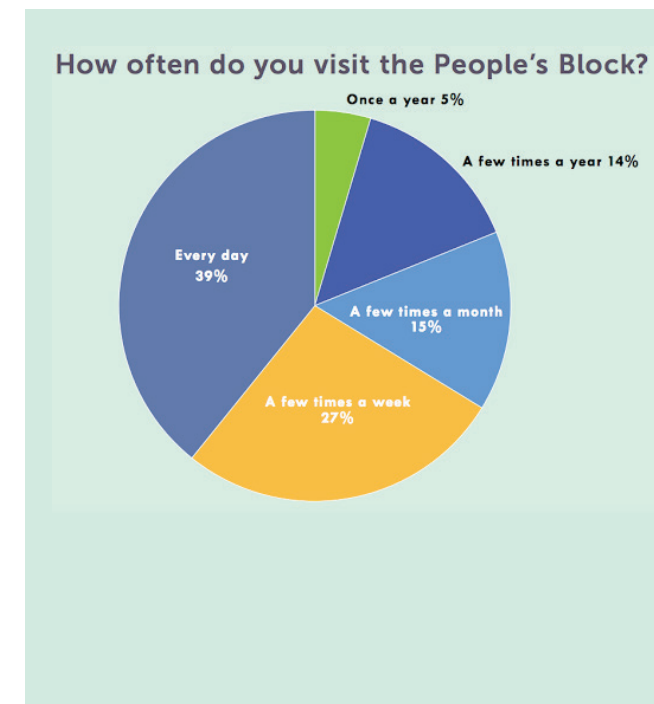


GREAT STREETS TOWN HALL INTERACTIVE WORKSHOPS

WHAT/WHO: Co-created by Great Streets and Community Coalition, CoCo gathered pertinent information from residents about the geographic specificities of the Vermont-Manchester Corridor in context of potential street elements for improvement, through a variety of interactive plotting and envisioning exercises. The target audience for this data were local Vermont-Manchester constituents and South LA residents at-large

MEASUREMENT: A total of nine (9) interactive workshops/exercises with direct participation from 195-230 South LA residents. These include Vermont-Manchester asset mappings, visual preference boards, intersection dot exercises, and cognitive mapping exercises where residents collectively deepen their analysis on how the Vermont-Manchester corridor should be revitalized from a variety of perspectives, including city planning, economic development, safety and transportation, and landscaping and layout.

WHERE: 90-100 of the participants' data were collected from Great Streets Block Party; 40-50 participants from CoCo's Monthly South Central by South Central Campaign Base Meetings; 15-20 participants from CoCo's South Central by South Central Resident



Leadership Weekly Meetings; and 50-60 participants from the Great Streets Community Convening.

WHY: This information was necessary to properly understand the granular details that community residents could agree would be the best use of streetscape elements for the build project while still exercising their ability to envision.

WHEN: This process took place within Phase 1 and Phase 2 of the Great Streets Challenge between August and the end of October.

PEDESTRIAN/BICYCLE COUNT

WHAT/WHO: Following the model outlined by the LA Department of Transportation (LADOT), CoCo staff and volunteers conducted a pedestrian and bicycle count of the site area. The target audience for this data were local Vermont-Manchester constituents and South LA residents at-large.

MEASUREMENT: As previously stated, given that the Vermont-Manchester Corridor is the second most transited corridor in LA County, we were not surprised when data confirmed that thousands of pedestrians and nearly hundreds of cyclists use the Corridor throughout a given week.

WHERE: These counts took place among the four different intersections of the Vermont-Manchester Corridor.

When I think of my community, I want the People's Block to be...



Total is greater than 100% because participants were able to choose more than one option

WHY: This count provided necessary data to quantitatively inform our ongoing concept design and community input processes around the kinds of pedestrian and cyclist traffic our site area typically experienced

WHEN: This count was completed at three different two-hour intervals throughout the week of January 6th-January 13th 2020.

SOUTH LA BUSINESS TOUR ROUND TABLES

WHAT/WHO: In direct relationship with CoCo's South LA Business & History Tours, CoCo conducted focus groups with South LA businesses to gather information on what the current climate and conditions exist concerning the pulse of South LA businesses, and how development can be leveraged for local economic advantage.

MEASUREMENT: A total of ten (10) businesses participated in three (3) 1-hour focus groups about the successes, challenges, and needed community improvement/additions to aid the advancement of local South LA businesses facilitated by CoCo's South Central by South Central resident leaders.

WHERE: These focus groups took place at Community

Coalition headquarters.

WHY: Gathering this information was critical for relationship-building as well as understanding how a building design project could help to enhance the economic vitality of South LA communities beyond the build development itself.

WHEN: These focus groups were collected one Saturday of the month in August, September, and October 2019.

DATA RESULTS

The majority of survey respondents (71%) live less than three miles from the project area and most describe themselves as local South Los Angeles residents (96%). A substantial number of respondents (39%) visit or pass through the corridor on a daily basis. While most survey participants travel in a vehicle, transit use (Bus Routes, Metro Rail including Blue line, Gold line, etc.) is the second-most common mode choice for traveling through the corridor. Active transportation is also high. Many respondents who choose transit likely walk or bike in the project area on the way to and from transit stops.

The pedestrian and cyclist counts, completed at three intervals over a one-week period in January 2020, found that thousands of pedestrians and hundreds of cyclists use the Vermont-Manchester corridor throughout a given week, confirming existing research showing that the corridor is the second most heavily transited corridor in Los Angeles County.

More respondents visit a destination on the corridor (89%) than pass through the corridor (11%). The most popular destinations in the corridor are local businesses/vendors (45%) and public services (37%) such as the Department of Public Social Services and the Constituent Center.

Common threads emerged across groups and these themes formed the basis for our design concept. The power of the residents' vision lies in interconnection between the four key concepts. For example, creating a hub for health and wellness will draw more people to the corridor for sustained involvement, which will in turn spur economic growth through increased patronage of local businesses.

Health and Wellness. Residents desire that the built environment includes significant green space for healthy activities such as running, yoga, and biking, as well as areas to congregate to create social cohesion. They also emphasized the need for affordable services and activities, such as a local health club, and indicated that healthy food options were critical. Addi-

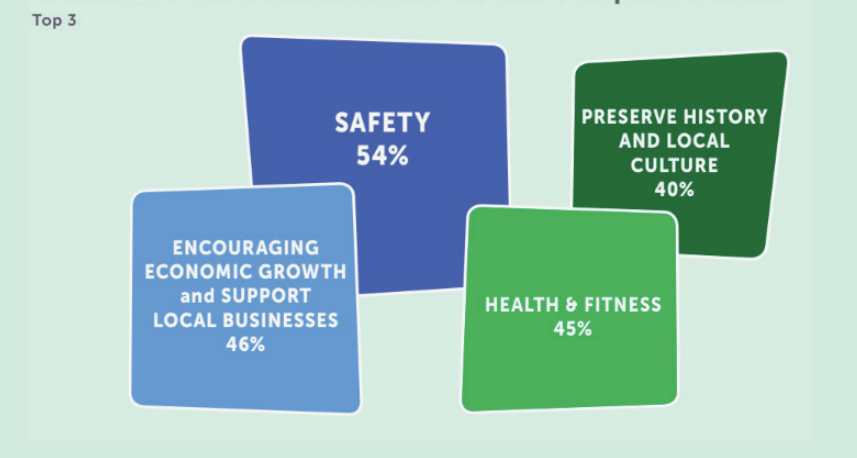
tionally, they want to see Black and Brown art that contributes to a healthy, positive ambience.

Economic Growth. A recurring theme across groups is the need to counteract gentrification by promoting local businesses and generating interest so they are patronized more. Residents indicated that the surrounding built environment is key to helping these local businesses thrive; addressing issues such as poor lighting and excessive trash is key.

Preservation of History and Local Culture. Residents see public art that embraces the history of South LA, its movements and its people as vital to creating a sense of home, identity, solidarity and unity. The need for green space that was a prevalent theme in the Health and Wellness discussions also emerged here, as residents expressed a desire for community gathering spaces that promote local culture and create stronger community bonds through opportunities for interaction.

Safety. Residents are deeply concerned about traffic safety and poor lighting, emphasizing that the corridor is unsafe for pedestrians and needs to better accommodate people with disabilities. Better traffic signage, safer sidewalks and more pedestrian crosswalks were prioritized. Residents also noted that safety goes beyond the transformation of physical spaces. A more unified community will emerge if the other priority elements are addressed, which will in turn promote safety.

What do I care most about on the People's Block?



LESSONS LEARNED FROM DATA COLLECTION

Survey data was analyzed and discussed by the resident working group and the qualitative findings were woven into the mix as they were elicited, giving the working group a fuller picture to interpret. There were no major surprises found in the data. Because we had done an extensive survey in 2017 that included responses from over 500 residents in the area surrounding the Vermont-Manchester corridor and regularly engage with community residents, we are very attuned to their needs and desires.

As noted previously, the findings from the Great Streets survey confirmed what we had discovered through the previous People’s Poll - highlighted in the Vision section - while allowing us to hone in on specifics for the Vermont-Manchester Corridor.

Throughout our various data collection techniques, CoCo really witnessed that the community is ripe with sharp insight and a level of understanding around the complex dynamics surrounding lived experi-

ence that has truly been underutilized by governing bodies and other key decision-making institutions. Additionally, the data collection process highlighted how there must continually be space for an analysis around root causes, historical conditions, and racial and ethnic inequity to fully realize the kinds of solutions that can be critical in really transforming communities through public and built space. If CoCo moves forward as a Great Streets Challenge Winner, moving forward, it is instrumental that we continue to engage an even wider range of residents intentionally throughout every milestone within the short, medium, and long-term design vision. This will be even more salient as the conditions of the neighborhood change in relationship to other projects or social phenomenon, such as potential displacement, the Vacant Lot commercial renovation, and the development of more nearby public transportation routes and services.

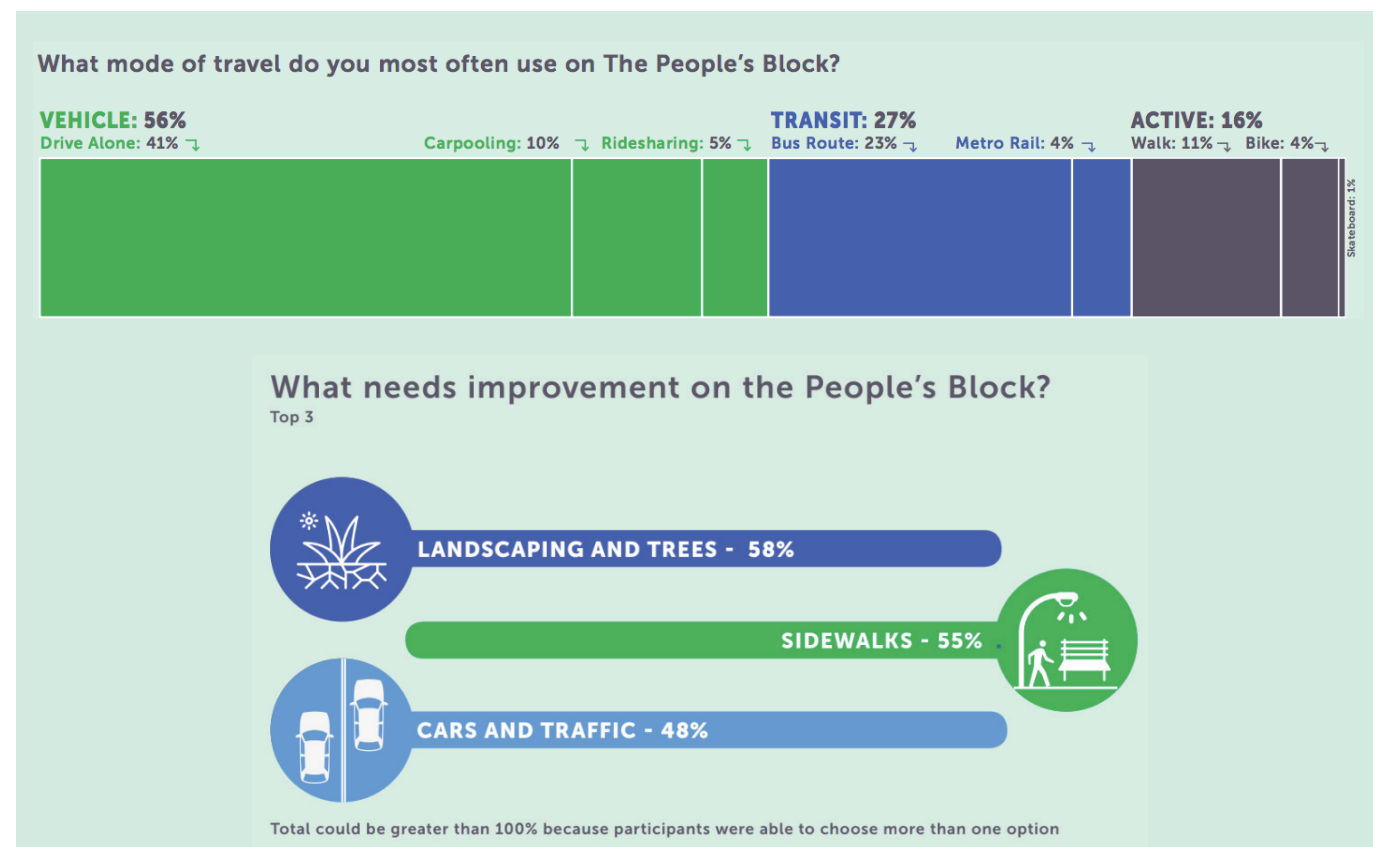


COMMUNITY VISION AND CAPACITY

Ultimately, the Great Streets Challenge process offered an immensely rewarding forum to ground the community’s vision of Vermont-Manchester Corridor, as well as the greater South LA region, in a way that is specific, dynamic, and reflective of community values.

Namely, our engagement and data collection process helped to emphasize that local constituents of the Vermont-Manchester corridor envision their community spaces, and the processes that materialize them, to be emblematic of collective resident ownership and focused specifically on equitable investments in the quality of life of historically African-American and Latinx residents. Currently, there are 26 active development projects in SLA, two of which will directly impact the Vermont-Manchester Corridor, most notably the new NFL stadium. These

development projects are not reflective of the community’s wants and needs as the impact on the lives of residents was not a major factor in decision-making. Great Streets has created an opportunity for CoCo to pioneer a new model of development that allows for growth and change while simultaneously promoting and sustaining the vibrancy and culture of Black and Brown communities. People in South LA care deeply about their communities and want them to thrive, but decades of disenfranchisement understandably has resulted in some level of cynicism



and distrust. The experience of South LA is not unique. The Great Streets process has reinforced our fundamental belief that when people are engaged authentically and given the opportunity to drive positive community change, they will rise to the challenge.

It is important to note that the vision for Great Streets investment was not created with resident input, but rather by the residents themselves. This is not CoCo's vision, supported by community input, but 100% resident-driven. As such, we do not expect that it will be difficult to maintain momentum, as our existing working group structure promotes ongoing engagement, but we also recognize that development is a long process that can cause people to lose interest over time. To counter that, we will continue to rigorously organize African-American and Latinx South LA residents around a greater vision for South LA while creating spaces to convene community and keep residents at the forefront of leading the project's progress and routinely elicit additional input along the way.

With that being said, the community's overarching vision for the Vermont-Manchester corridor is a highly functional corridor that prioritizes their needs, desires, and cultures in a way that works to preserve and not displace historical residents. An engaging corridor that allows activation for recreation, play, nutrition, and safe and easy transit where pedestrians and residents can utilize local community resources more intentionally and collaboratively. This corridor will be versatile, inviting, colorful, and work in concert with the local merchants and institutions that comprise the intersection to celebrate and accentuate the community's greatest asset: its people. Through the Community's vision, we ultimately want to create the following realities:

- Decreased traffic speeding and illegal/cut-through street maneuvering within the corridor throughout the day (including peak and non-peak hours) for vehicles
- Multiple destinations for residents to safely share space through an engaging and walkable experience
- Increased pathways and resources for pedestrians to safely travel/walk throughout the Corridor and its various intersections
- Attractive, clean, and inviting sidewalks, bus shelters, parking lots, and business plazas that provide residents a sense of tranquility



“I realized how important this campaign was when we were at the event in Vermont square, gentrification is displacing our neighbors and it's more than just a development project - it's a movement.”

SCOTT AQUILES

Life-long South Central Los Angeles Resident

COCO'S CAPACITY TO DELIVER

The 6-month Great Streets Challenge Grant served as a skill and capacity builder, both with our grassroots community leaders, as well as with key CoCo staff. Throughout this process we saw significant growth and leadership as expressed in three main areas:

1. **Values:** The Great Streets Challenge Grant enhanced the value of collective leadership and community building. It created a pathway for relatively new staff members of CoCo to work with each other to build upon their organizing skills to facilitate the capacity for residents to advance a campaign on their own behalf. The resident committee, South Central by South Central strengthened their lens around what community-informed and driven development could look like, and grounded their economic development lens in the notion that development in South LA should serve the African American and Latinx communities that have historically, and currently, call South LA home.
2. **Commitment:** The Challenge Grant helped provide an area of focus for South Central by South Central. Because South Central by South Central was able to work on several projects, including the Challenge Grant, there was a higher level of enthusiasm, which led to residents having a more consistent presence in the space. This allowed CoCo to cultivate South Central by South Central into a multigenerational cohort of African American and Latinx residents reflective of CoCo's value and core approach of building people power through fostering Black/Brown Solidarity and multi-generational organizing. Further, residents from South Central by South Central continue to deepen their commitment to the larger organization as reflected in their growing participation in other organizational activities and initiatives.
3. **Skills:** Residents and staff were able to garner significant skills as a result of this Challenge Grant. On the staff side, employees relatively new to CoCo learned how to interact with City representatives and manage a significant project from start to finish. Further, staff leads also honed in on how to strategically integrate a public initiative with the priorities of the organization. The South Central by South Central Committee honed and developed their capacity to outreach to various stakeholders, lead event logistics, facilitate meetings, and speak publically, among other critical leadership skills.



South LA natives and CoCo employees David Curtiss and Oscar Alvarez led CoCo's Great Streets Challenge.

RECOMMENDATIONS

OVERVIEW OF DESIGN CONCEPT

As detailed in the Findings section above, four cross-cutting themes emerged from the quantitative and qualitative feedback that we gathered, with residents prioritizing Health & Wellness, Economic Growth, Preservation of History and Culture, and Safety as the key elements to be embedded in the build design.

HEALTH & WELLNESS: Community residents desire that the Corridor serve as a hub for healthy social interaction, recreation and fitness. Data collected showed residents were strongly in favor of a build design that incorporated greater walkability, safe passage for cyclists, fitness-inspired activities, and overall greater cleanliness and sanitation to enhance congregation of local residents.

ECONOMIC GROWTH: Additionally, the data collected showed local residents who engage with the Vermont-Manchester corridor desire to leverage a build design that will establish greater points of connection with the surrounding businesses. Residents want to fully utilize the capacity and resources locally owned businesses possess and want to ensure these businesses can thrive and become activated into local community efforts. In doing so, they recommended a build design that would encompass revitalizing store fronts, creating signage that highlights business assets, and giving residents adjacent spaces to enjoy the corridor that can help to generate business.

PRESERVATION OF HISTORY & CULTURE: Data also revealed South LA residents' expressed affirmation of a build design that would help tell the narrative of the historically African-American and Latinx residents who call South LA home and uplift the strengths of the Vermont Knolls community and the greater South LA region. To accomplish this, residents have requested the build design uplift stories of everyday residents through photography and graphics, incorporate locally-made art and murals, and create spaces for artists to convene and create art.

SAFETY: Across all facets of the community engagement process, the safety of the Vermont-Manchester corridor was identified as an abiding concern. To address the prevalence of unsafe practices and traffic structures throughout the corridor and create a built environment that residents will feel comfortable accessing, residents recommended: an increase of street lights, extended time for pedestrian street crossing, extended sidewalk curbs, the repurposing of bypass lanes, repainted crosswalks, and assisted pedestrian measures.

Areas of clearly aligned City priorities and plans with the proposed build design from CoCo include advancing the Vision Zero Program's High Injury Network targets, the 2035 Mobility Plan to improve pedestrian, cyclists and transit enhanced networks, and the Affordable Housing and Sustainable Communities program by incorporating various traffic and safety-related streetscape elements to complement existing upcoming features being added to the Vermont-Manchester Corridor.

The People's Corridor: Phase One

Within the near-term installation of The People's Corridor, residents have identified the following improvements to fund with the \$500,000 seed money:

CREATING A SOCIAL HUB FOR RESIDENT RECREATION & COMMUNITY-BUILDING

In order to erect a space where residents are free to convene and center the types of activities, services, and opportunities central to their quality of life (e.g. fitness, health & nutrition, play, community gatherings, etc), phase one of The People's Corridor will install a mini-park on the NW corner of the Vermont-Manchester intersection directly adjacent to the businesses and County District Constituency Office. After receiving official approval from the City to transform the bypass, it will be repurposed as a space for pedestrians to congregate in a visually stimulating public space.



Now



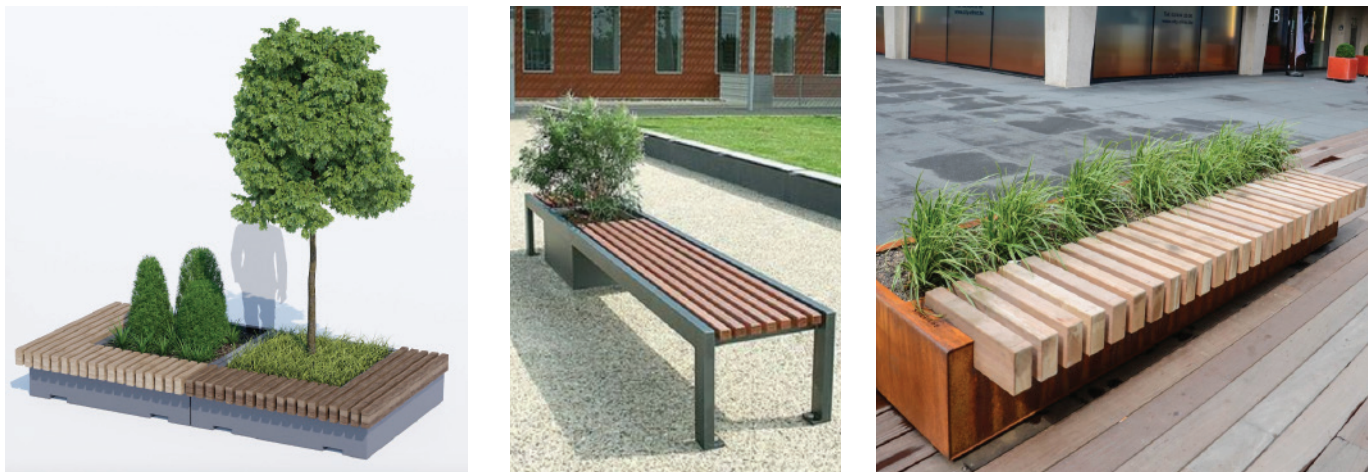
After Great Streets Initiative improvement

This hub will contain the following elements:

SEATING for dozens of pedestrians, including benches, chairs, umbrellas, and table sets, along with designated spaces to park wheelchairs and other mobility aids.



GREENERY through planters and trees to accentuate the mini park and allow residents to delight in green spaces. Additionally, more trees will be added spanning the entire site area surrounding the corridor on Vermont Ave between 85th and 88th Street.



PEDESTRIAN LIGHTING for residents on-foot to safely enjoy the space during the night/evening.



VISUAL ART INSTALLATIONS AT MAJOR DESTINATION SITES

To increase the visual attractiveness of the corridor in a way that is appealing, builds community morale and esteem, and celebrates local history & culture, our near-term design includes over two-dozen art installations spread throughout the Corridor covering a 6 block radius. This includes:

- Lighting-art displays spread between the mini-park on the NW corner of the intersection, two bus shelters on Southbound Vermont Ave, and one Eastbound Manchester Ave, with phrasing and iconography reflective of South LA history
- Multiple murals adorning the exterior walls of businesses located in the NW and SE plazas that illustrate the Vermont Knolls and South LA legacy, values, and history
- Light Banners with neighborhood markers that display unique or coined terms for the area and also highlight upcoming/local attractions (i.e. shows, games, nearby businesses, etc).
- Art and oral histories with text and photography of local residents placed on the internal/external walls of three bus shelters in the corridor.

MORE LIGHTING FOR PEDESTRIANS

To address safety for pedestrians and increase walkability and recreation, phase one of The People's Corridor will install eight pedestrian lights spread between the mini-park on the NW corner of the intersection, three bus shelters on Southbound Vermont Ave and Eastbound Manchester Ave, and the NE block of the intersection next to the Vacant Lot.

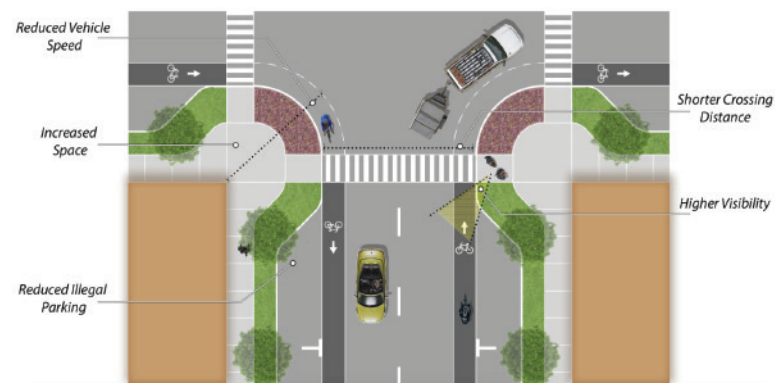
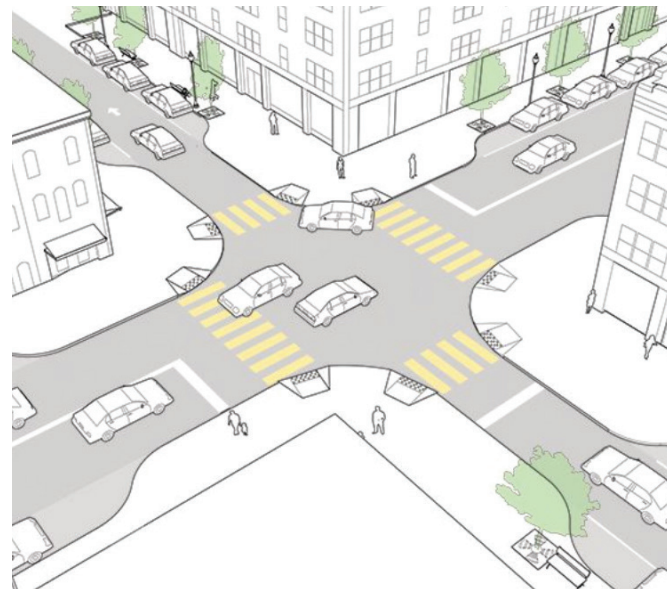




INCREASED TRAFFIC PRECAUTIONS ON THE INTERSECTION

In order to reduce the staggering amounts of vehicle, pedestrian, and cyclist collisions along the Vermont-Manchester corridor, the Phase one of The People’s Corridor plans to establish the following element(s):

- Speeding feedback signage facing Eastbound on Manchester Ave to eliminate the high amounts of speeding and overflow traffic going to the 110 Freeway throughout the day.
- Increased pedestrian signals for residents of different abilities on-foot to safely traverse through the long intersections with more time and comfort.
- Repainting the high visibility crosswalks connecting the four corners of the intersection for greater awareness for vehicles and cyclists of pedestrian crossing.
- Installing two advanced stop markings, one on Southbound Vermont Ave and Northbound Vermont Ave to reduce the amount of cars entering the crosswalk while pedestrians cross through the main streets or bypasses.
- Installing two curb extensions, one on the NW corner of the intersection and one on the SW corner, to increase pedestrian congregation and enhance safety from cars planning to make turns within the intersection.

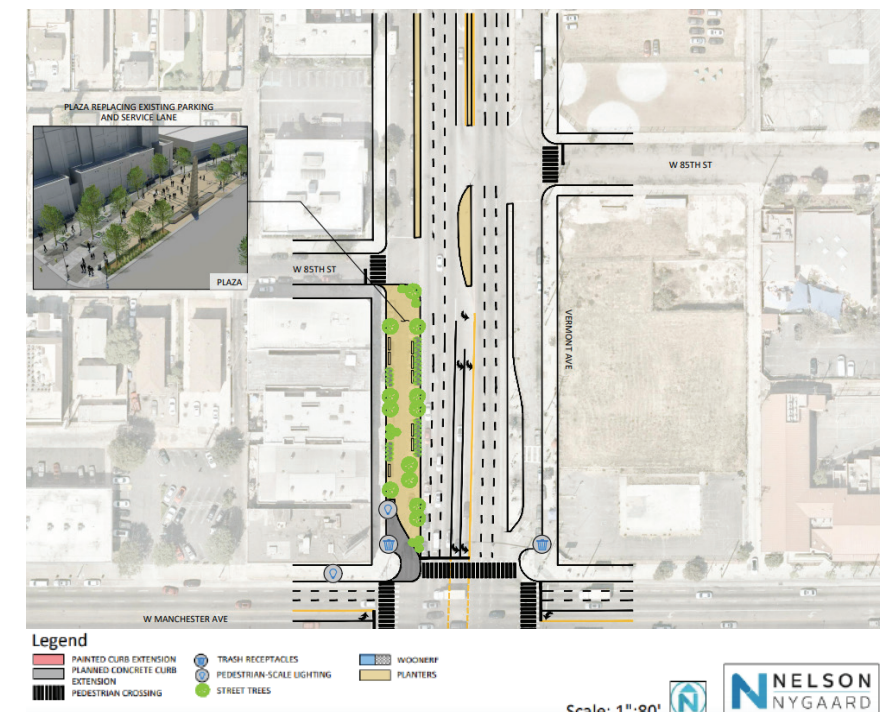


ADDING TRASH RECEPTACLES

To respond to residents’ desire to interact with a cleaner and more sanitary intersection, phase one of The People’s Corridor will insert a total of eight (8) trash receptacles spread between the mini-park on the NW corner of the intersection, three bus shelters on Southbound Vermont Ave and Eastbound Manchester Ave, and the NE block of the intersection next to the Vacant Lot. These receptacles will also have visually appealing imagery situated next to phrases/sayings about keeping the community clean and reminding residents to discard litter.

FIXING STREET PAVEMENTS AND SIDEWALKS

We believe residents deserve to walk down streets that are clean of dirt and debris, as well as sidewalks where the cement is even, walkable/rideable, and free of cracks and fissures. In order to fully activate residents on the Manchester-Vermont Corridor, phase one of The People’s Corridor will clean and repave untenable sidewalks stretching the site area between 85th and 88th Street.

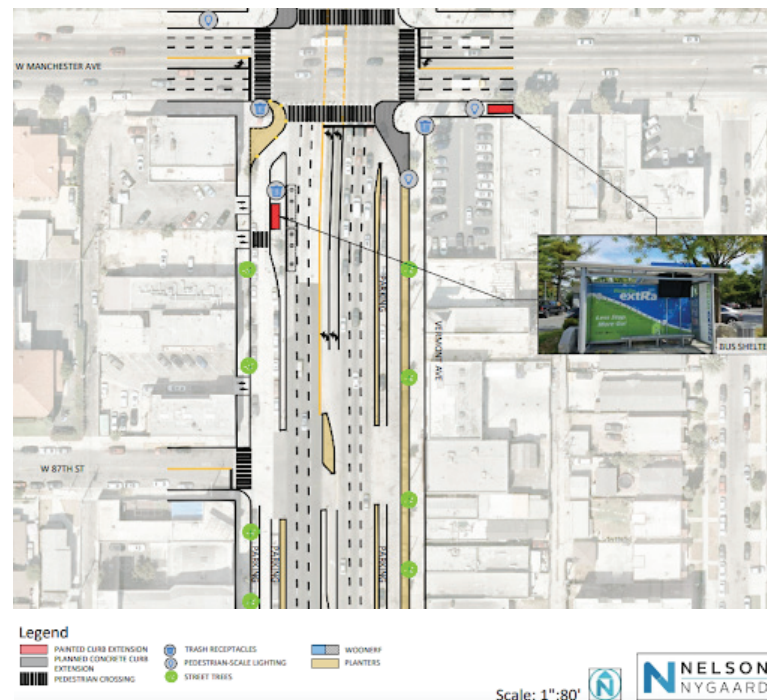


The People's Corridor: Phase Two

If CoCo is chosen as a Great Streets Challenge winner for the Vermont-Manchester Corridor, residents want to see phase two of The People's Corridor begin to build out more high-tech elements and infrastructure, as well as shift focus more explicitly on bolstering local business capacity. Some of the major ideas include:



- Converting the three bus shelters along the Vermont-Manchester corridor into interactive and technologically advanced stations that provide convenience, engagement, and education for residents on-foot. This would include but not be limited to: charging stations for portable devices, interactive videos about major landmarks in South LA and the Vermont Knolls Community, and touch screen directories to help guide pedestrians' destinations.
- Installation of fitness equipment, a community stage, and a play center with kid-friendly recreational activities in the NW mini-park
- Eye-grabbing business signage and directories in the NW, SW, and SE business plazas to help residents and pedestrians unfamiliar to the area access local business assets and recycle dollars within the community
- Elevating commercial potential of local businesses through window treatments, face lifts, and renovated storefronts

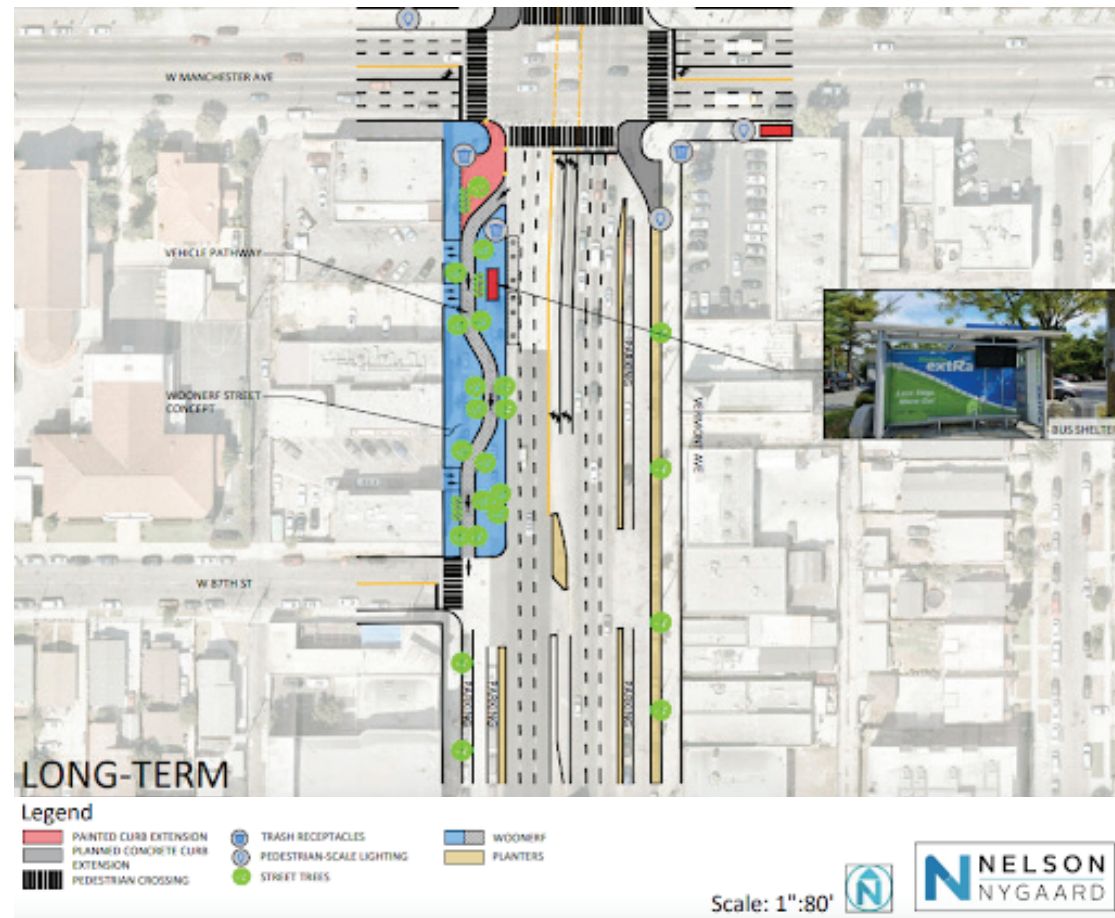


The People's Corridor: Phase Three

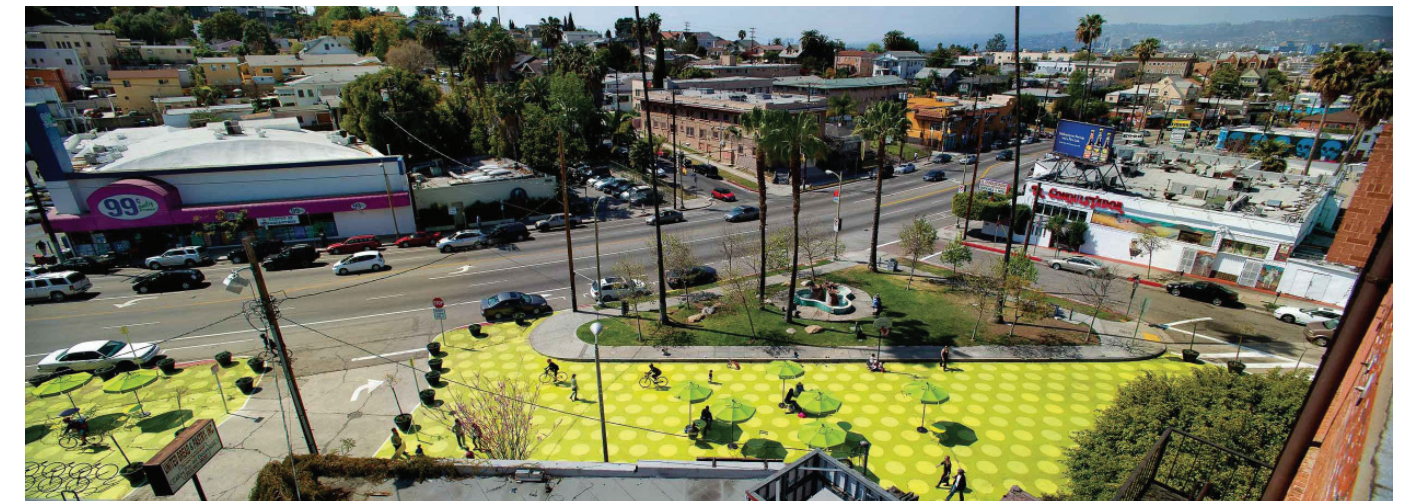
Expressly stated through months of resident engagement, the community's long-term vision for The People's Corridor at the Vermont-Manchester Intersection is a replica of an advanced and innovative hub in Los Angeles that still fully prioritizes the lives, homes, and families of African-American and Latinx residents. Similar to communities in West LA or Downtown, residents want a corridor that allows:

- A full range of mobility, such as bicycling, cycling, and scootering, that is strategically connected to major adjoining areas (e.g. connections to the LA river bike path, future emerging public transit lines, etc)
- Multiple islands and social hubs/mini-parks for residents to activate public space all throughout the corridor
- A smart and efficient built space where pedestrians, businesses, and vehicles truly share the area cohesively with safety, access, and equity at the forefront (e.g. Woonerf Street)





Example of a Woonerf Street, which means "living yard" in Dutch which helps alleviate heavy and fast traffic.



Sunset Triangle Plaza mini-park model.

Conclusion

Thanks to the deep commitment of our resident-leaders and the time that residents, business partners and other community stakeholders invested in creating the vision for the Vermont-Manchester corridor, our community was able to build a strong consensus around how to revitalize the area with the needs and desires of the community's Black and Brown residents driving the effort.

The process did not entail new learnings for us as much as it reaffirmed what we already knew: that the residents of South LA are a tremendous untapped resource. It is especially imperative to center community development around residents' needs and desires in communities such as South LA that have been marginalized and disenfranchised for far too long. South LA residents are proud of the community's history and deeply committed to its revitalization, as evidenced by their investment in this process and the exciting vision for the Vermont-Manchester corridor that is born out of their lived experience. CoCo is perfectly positioned to leverage Great Streets infrastructure funding. We are a highly trusted resource for community residents, having spent decades consolidating Black and Brown power and demonstrating how much stronger the community is when its residents are unified in their fight for change. We became permanent South LA homeowners in 2011, raising \$6,000,000 to build a state-of-the-art center on Vermont Ave. The Great Streets Challenge was not an add-on component to our work; rather, it was a natural extension of what we do every day. As such, we have extensive staff capacity, ranging from seasoned organizing professionals to new leaders, such as the two young men tasked with leading the Great Streets Challenge project.

CoCo not only has cultivated strong relationships with residents as we continue to build our base, but is a

well respected collaborator. Over the years we have led collaborative networks and served as a key partner on others, and therefore can tap support across multiple sectors. We also maintain strong ties with City officials and understand how to navigate bureaucracy to make change happen.

We have delineated specific benefits in both the short and long-term that will derive from additional Great Streets funding. Beyond those tangible outcomes, there are perhaps even more important ancillary benefits. If the City selects South LA for additional Great Streets funding, it will help to bridge a divide between residents and the City that is decades old. South LA residents typically experience two realities, neither of which is desirable: their communities remain blighted and ignored, or revitalization happens around them but not with them, ultimately resulting in changes that do not reflect their concerns or desires. Great Streets represents a powerful opportunity to change the dynamic between residents and the City by showing that residents are valued as agents of positive change and that they matter.



Project Location

Ubicación del Proyecto

The project area is the intersection of Vermont/Manchester Avenues, in the Manchester Square neighborhood. The intersection is surrounded by a high population density and has a high-injury index.

El área del proyecto es la intersección de las avenidas Vermont y Manchester, en el vecindario de Manchester Square. La intersección está rodeada por áreas con alta densidad de población, y tiene un índice elevado de lesiones causadas por colisiones de tráfico.









Ciudad de Los Ángeles

Iniciativa Great Streets

INICIATIVA GREAT STREETS

El Alcalde Eric Garcetti lanzó la Iniciativa Great Streets en Octubre del 2013 para ayudar a los Angelinos a re-imaginar los centros de vecindario, una calle principal a la vez. Nuestros barrios son la columna vertebral de Los Ángeles – los lugares donde vivimos, trabajamos, aprendemos y que recreamos a diario. Todos nuestros grandes barrios merecen Great Streets que sean espacios públicos seguros, habitables, accesibles y atractivos para la gente que vive y trabaja a su alrededor.

OBJECTIVOS GENERALES DE LA INICIATIVA

-  Aumentar la actividad económica
-  Mejorar el acceso + movilidad
-  Mejorar el carácter del barrio
-  Aumentar la participación de la comunidad
-  Mejorar la capacidad de recuperación del medio ambiente
-  Mas seguridad + comunidades mas seguras
-  Mejorar los resultados de salud



OTROS PROYECTOS DE GREAT STREETS

CESAR CHAVEZ
 Mejoras de paso peatonales y seguridad



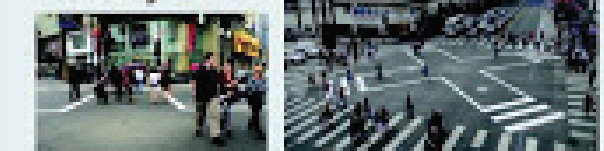
VAN NUYS
 Mejoras en la seguridad de la calle

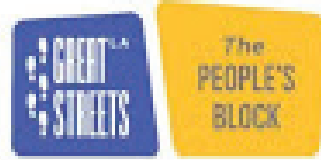


RESEDA
 Mejoras en la seguridad de la calle



HOLLYWOOD
 Peatón Seguro





2019 GREAT STREETS CHALLENGE The People's Block Visioning Survey

The Great Streets Challenge is a program of Los Angeles Mayor Eric Garcetti's Great Streets Initiative to envision, collaborate on, and build transformative street infrastructure projects. The People's Block is a 2019 Great Streets Challenge participant and we want to hear from you about how to improve the intersection of Vermont Avenue and Manchester Avenue.

Thank you for taking our survey! The questions marked by a are required.

Name (optional): _____ Zip Code: _____

1. Do you live, work, attend school, own a business, or visit a business at the intersection of Vermont Ave and Manchester Ave (the project area)?

- Live
- Own a business
- Work
- Visit a business
- Attend school

2. Please select which mode of travel do you most often use while traveling through the project area? **Circle one.**

- Drive alone
- Ridesharing (Uber, Lyft)
- Carpooling (friend or family in the vehicle)
- Bus route
- Metro Rail
- Walk
- Bicycle
- Scooter (lime, Bird)
- Mobility aid device (wheelchair)
- Other (specify) _____

3. What are the primary destinations you visit? **Select all that apply.**

- Consistent Center
- Street Vendors
- Dept. Public Social Services
- Council District Offices
- Small Businesses
- Transit Stop
- Park or Community Center
- Other _____

4. How often do you visit the project area?

- Once a year
- A few times a week
- A few times a year
- Everyday
- A few times a month

5. Which of the following needs improvement in the project area? **Circle all that apply and describe what needs improvement.**



6. What do you care about most in the project area?

- Equity
- Preserving history and/or local culture
- Health and fitness
- Encouraging economic growth and support local businesses
- Diversity
- Sustainability/Environmental preservation
- Accessibility
- Safety
- Other _____

7. It is most important that the streets are:

- Shopping and recreation destinations to support local businesses
- Safer by reducing or eliminating traffic collisions with people walking and bicycling
- Greener by providing landscaping and street trees
- Cultural destinations through public art installations and performances
- More secure areas, free from criminal activity
- Other (specify) _____



8. Which of the following do you think should be the highest priority for physical improvements in the project area? **Please rate each improvement on a scale of 1 to 3, with 1 being the lowest priority and 3 being the highest.**

	1 low	2 neutral	3 high
a. Safer pedestrian crossings (signals, crosswalks warning signs)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Repaired or replaced curb ramps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Sidewalk maintenance (wider sidewalks, fewer barriers, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Ensuring dignified access for seniors and people with disabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Lighting and security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Playgrounds and play areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Plazas/parklets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Street furniture/seating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Bus shelters and signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Other (please specify) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Do you have any questions or comments about the project?

10. If you would like to be further involved, please provide your contact information

Name _____
 Email _____
 Phone _____

Questions marked by are required

DEMOGRAPHICS (OPTIONAL)

1. Below is a list of terms used to describe gender. How do you choose to describe your gender?

Male Female
 Gender fluid/non-binary Other gender not listed

2. What races/ethnicity do you consider yourself?

Black or African American (Africa)
 American Indian or Alaska Native (North American, South American, Central America)
 Asian (Far East, Southeast Asia, Indian)
 Native / Indigenous to North America
 Hispanic / Latino / Latinx
 Hawaiian or Other Pacific Islander (Hawaii, Guam, Samoa Pacific Islands)
 White
 Middle Eastern / North African
 Other

3. Age (years)

17 and under 44 to 64
 18 to 24 65 and over
 25 to 44

4. What language do you primarily speak at home?

5. Are you a South Los Angeles resident? How long have you lived here?

Less than a year 16 - 20 years
 1 - 5 years + 20 years
 6 - 10 years Other _____
 11 - 15 years



Please scan the QR code or visit www.surveymonkey.com/r/CoCoSouthLA to take the survey online.





2019 GREAT STREETS CHALLENGE The People's Block Visioning Survey

El Reto Calles Excelentes es un programa de la iniciativa del Alcalde de Los Angeles, Eric Garcetti. El programa sirve para imaginar, colaborar, y construir proyectos transformativos de la infraestructura de las calles. "The People's Block" es un participante del Reto de calles excelentes y queremos saber su opinión para mejorar la intersección de las avenidas Vermont y Manchester.

¡Gracias por tomar nuestra encuesta! Las preguntas marcadas con una deben ser contestadas.

Nombre (opcional): _____ Código Postal: _____

1. ¿Vive, trabaja, asiste la escuela, es dueño de un negocio, o visita un negocio en la intersección de las avenidas Vermont y Manchester (el área de proyecto)?
- Vive Dueño de un negocio
 Trabaja Visita un negocio
 Asiste la escuela

2. Por favor seleccione cuál modo de transportación utiliza con más frecuencia mientras viaja por el área del proyecto. **Elija una.**
- Conduce solo
 Vehículo compartido (Uber, Lyft)
 Comparte un vehículo (amigo o familia dentro del vehículo)
 Ruta del autobús
 Metro Rail
 Camina
 Bicicleta
 Patinete (Lime, Bird)
 Vehículo que ayuda para la movilidad (silla de ruedas)
 Otro (sea específico) _____

3. ¿Cuáles son los principales destinos que visita? **Seleccione todas las que correspondan.**
- Centro de constituyente Comerciante
 Servicios sociales públicos Consejeros del distrito
 Empresas pequeñas Parada de tránsito
 Parque o centro comunal Otro: _____

4. ¿Con qué frecuencia visita el área del proyecto?
- Una vez al año Algunas veces a la semana
 Pocas veces al año Todos los días
 Pocas veces al mes

5. ¿Cuál de los siguientes necesita mejorar en el área de proyecto? **Circule todo lo que corresponda y describa lo que necesita mejorar.**



Instalaciones de bicicletas



Coches y tráfico



Banquetas



Arte public



Paisajismo y árboles



Venta al menudeo y compras



Otro (sea específico) _____

6. ¿Qué es lo que más le importa en el área del proyecto?
- Patrimonio neto
 Preservar la historia y cultural local
 Salud y aptitud física
 Animar el crecimiento económico y apoyar a los negocios/empresas locales
 Diversidad
 Sostenibilidad/Preservación del medio ambiente
 Accesibilidad
 Seguridad
 Otro _____

7. Es importante que las calles sean:
- Destinos de compras y recreación para apoyar a las empresas locales
 Más seguras al reducir o eliminar los choques de tránsito con personas caminando y en bicicleta
 Más verde al proporcionar paisajismo y árboles en las calles
 Destinos culturales a través de obras de arte
 Zonas más seguras, libres de actividades ilícitas
 Otro (sea específico) _____

OTRO LADO ►

8. ¿Cuál de los siguientes cree que debería ser la máxima prioridad para las mejoras físicas en el área del proyecto? **Califique cada mejora en una escala del 1 al 3, siendo 1 la prioridad más baja y 3 la más alta.**

	1 bajo	2 neutral	3 alto
a. Cruces peatonales más seguros (señales, cruce peatonal, señales de advertencia)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Reparaciones o reemplazos de rampas para discapacitados	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Mantenimiento de banquetas (banquetas más anchas, menos barreras, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Garantizar un acceso digno para las personas mayores y las personas con discapacidades	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Iluminación y seguridad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Parques infantiles y áreas de juego	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Plazas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Mobiliario urbano/asientos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Caseta de autobús y carteles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Otro (sea específico) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. ¿Tiene alguna pregunta o comentario sobre el proyecto?

10. Si desea participar un poco más, proporcione sus datos de contacto para poder comunicarnos con usted.

Nombre _____
 Correo electrónico _____
 Número de teléfono _____

Las preguntas marcadas con una deben ser contestadas.

DEMOGRÁFICA (OPCIONAL)

1. A continuación hay una lista de términos utilizados para describir el género. Cómo elige describir su género?
- Hombre Mujer
 Género fluido Otro género que no se encuentra en la lista
2. ¿Cuáles razas o identidades étnicas se considera?
- Afroamericano
 Indio Americano o Nativo de Alaska (Norteamericano, Sudamericano, Centroamericano)
 Asiático (Lejano Oriente, Sudeste Asiático, Indígena)
 Indígena/Indígena a Norteamérica
 Hispánico/Latino/Latinx
 Hawaiano o otro habitante de las islas del Pacífico (Hawaii, Guam, Samoa, Las islas del Pacífico)
 Blanco
 Del Oriente Medio/El norte de África
 Otro
3. Edad (años)
- 17 y menos 44 a 64
 18 a 24 65 y más
 25 a 44
4. ¿Cuál idioma habla principalmente en casa?

5. ¿Es un residente del sur de Los Ángeles? ¿Cuánto tiempo ha vivido aquí?
- No soy residente 11 - 15 años
 Menos de un año 16 - 20 años
 1 - 5 años + 20 años
 6 - 10 años Other _____



Por favor escanea el código QR o visita www.surveymonkey.com/r/CoCoSouthLA para tomar la encuesta.





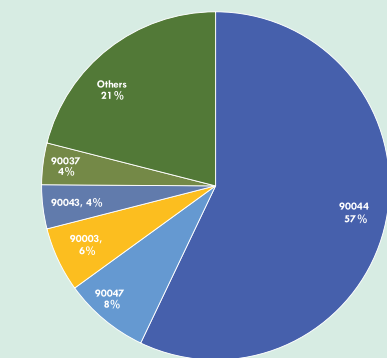
WHO DID WE SURVEY?

Community Coalition (CoCo) collected 520 surveys during Phase 1 Outreach and Engagement of the Great Streets 2019 Community Partner Challenge. The majority of respondents (59%) completed the survey at The People's Block Party held on Oct 5th, 2019. The remaining respondents completed surveys through CoCo's South LA Tour, The People's Lot Committee Outreach (37%) and through online engagement (4%).

RESULTS

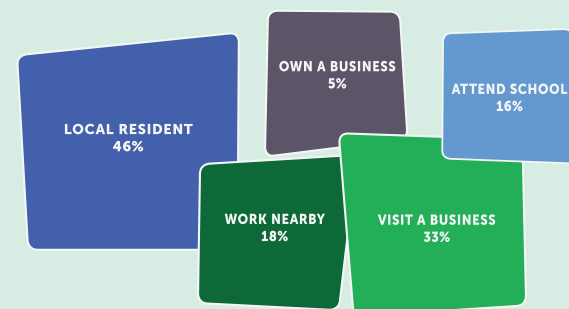
Where are you from?

All Others consisted of 50 Zip Codes, less than 2% each

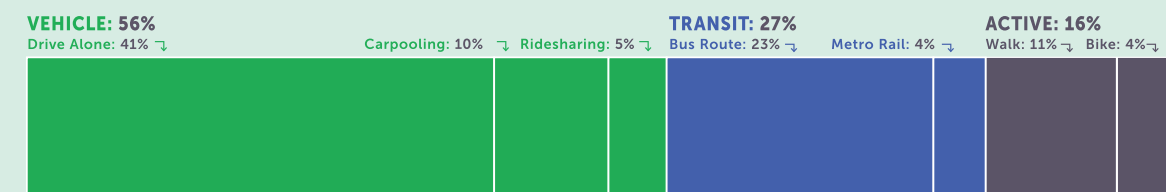


Total Response: 466

What are your primary uses of the People's Block?



What mode of travel do you most often use on The People's Block?



Total Response: 499

TAKEAWAYS

The majority of survey respondents (71%) live less than three miles from the project area and most describe themselves as local South Los Angeles residents (96%). A substantial number of respondents (39%) visit or pass through the People's Block on a daily basis.

While a most survey participants travel in a vehicle, transit use (Bus Routes, Metro Rail including Blue line, Gold line, etc.) is the second-most common mode choice for traveling through the corridor. Active transportation is also high. Many respondents who choose transit likely walk or bike in the project area on the way to and from transit stops.

More respondents visit a destination on the corridor (89%) than pass through the corridor (11%). The most popular destinations in the People's Block are local businesses/vendors (45%) and public services (37%) such as the Department of Public Social Services, Constituent Centers and others.

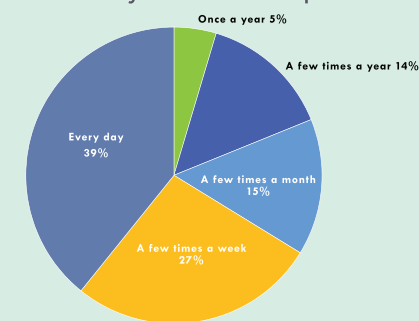


WHAT DID THE COMMUNITY SAY?

The community answered multiple-choice questions and open-ended questions about how they would like to see the project area improved. Over 850 written-comments regarding improvement priorities were collected from respondents.

RESULTS

How often do you visit the People's Block?



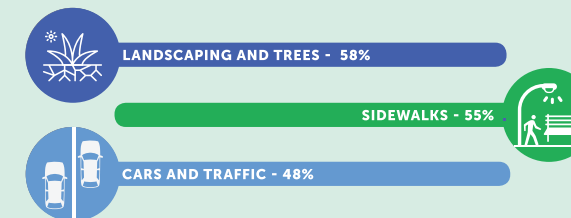
When I think of my community, I want the People's Block to be...



Total is greater than 100% because participants were able to choose more than one option

What needs improvement on the People's Block?

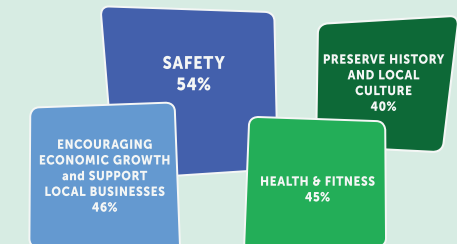
Top 3



Total could be greater than 100% because participants were able to choose more than one option

What do I care most about on the People's Block?

Top 3



What should be the highest priority for physical improvements on the People's Block?

Top 4



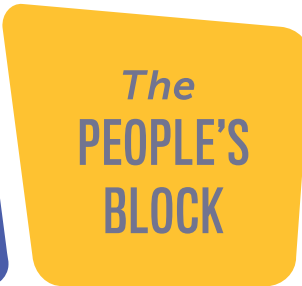
TAKEAWAYS

Overall the community prioritizes improving safety in the project area, supporting local businesses, and adding street amenities such as landscaping, lighting, and spaces for recreation and fitness.

The City of Los Angeles, the County of Los Angeles and Bridge Housing are collaborating on safety improvements in the Vermont \ Manchester intersection including: curb extensions, accessible pedestrian signals, leading pedestrian intervals, sidewalk repair and street trees. CoCo's Great Street Concept Plan will complement the existing projects and provide recommendations based on the community's expressed priorities.

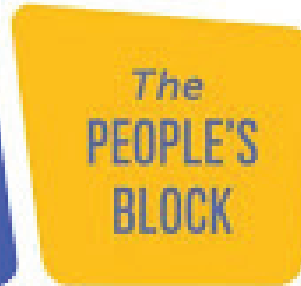
Community feedback indicates interest in a safer, landscaped project area that supports local business-owners and vendors. Community Coalition will return to the community to collect feedback on specific locations for the street improvements identified in Phase 1. Discussions will reflect existing City planning initiatives and projects underway and solicit feedback from the community on locations for complementary street improvements within available right-of-way.



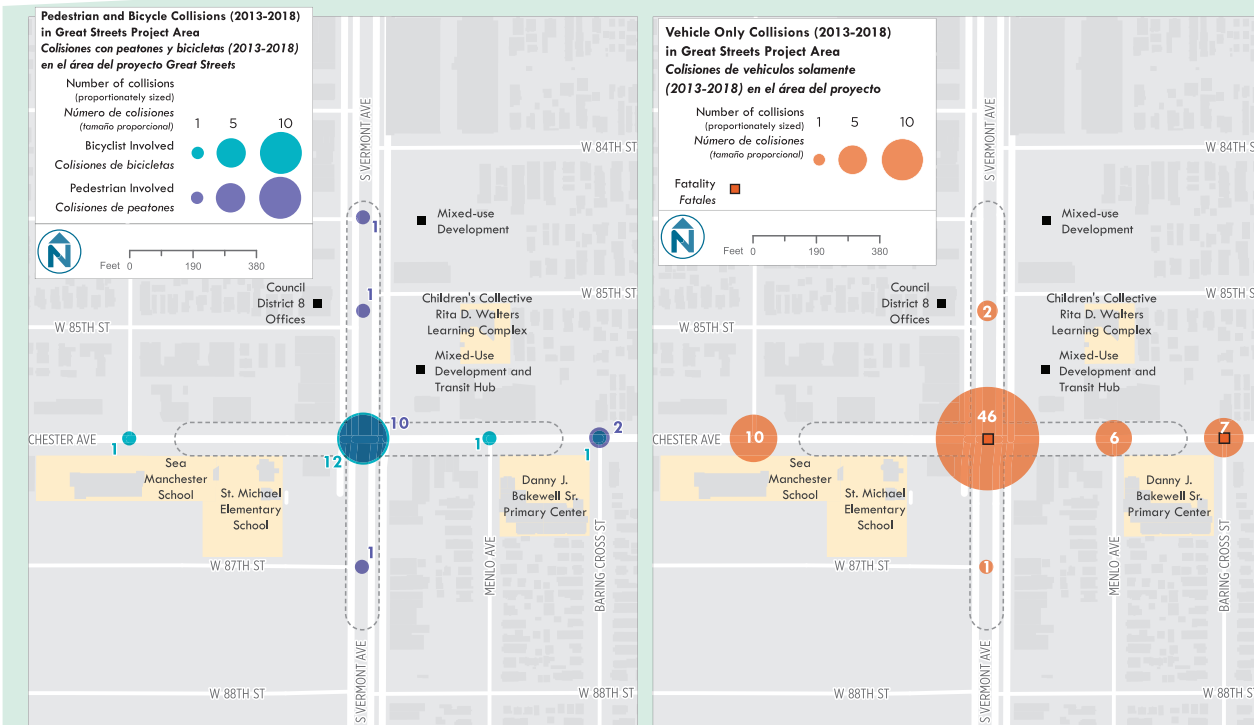


Collisions & Networks

Colisiones y Redes



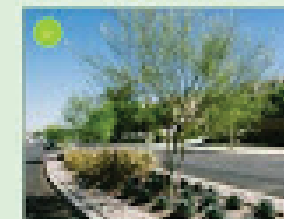
LET'S TALK STREET ELEMENTS



COMPLETE STREETS

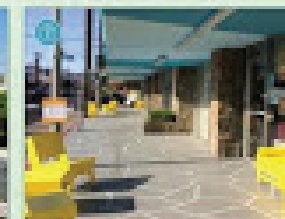
Based on community feedback, the intersection of Manchester Avenue and Vermont Avenue fosters strong relationships between the survey respondents, local residents and small businesses, vendors and public services existing along the corridors. The community is interested in accenting the project area with landscaping and areas for health, fitness and play, while supporting the existing business community and preserving the history and local culture of the neighborhood.

LANDSCAPING AND TREES



Resources include street tree permit applications from the City, community planting initiatives through the Urban Forestry Division, the Adopt a Block program and residential parkway landscaping permits.

LOCAL BUSINESS GROWTH AND SUPPORT



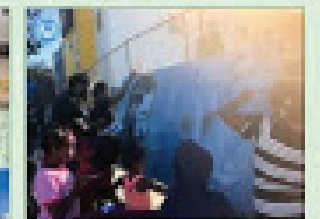
Businessowner Centers provide technical assistance to startup ventures and small business owners, while a Business Improvement District is a "self-help" tool that can promote the economic revitalization and physical maintenance of business districts.

HEALTH, FITNESS AND PLAY AREAS



Communities can transform underused areas of city streets into active, vibrant and accessible public spaces. People Street and Play Streets are programs offered to community partners to create dynamic communal spaces in their neighborhoods.

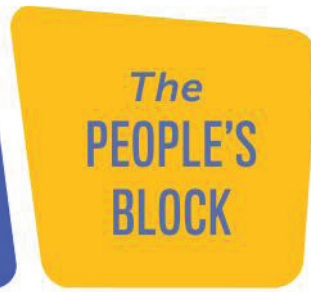
PRESERVE HISTORY AND LOCAL CULTURE



Monuments, painted signal cabinets, art displays on light poles, block parties and special events are a few avenues a community can pursue to highlight and preserve local artists and explore freedom of expression.

SHARE YOUR THOUGHTS





LET'S TALK STREET ELEMENTS



SAFETY AND ACCESSIBILITY

During community outreach, survey respondents cared most about safety in the project area, thought it was most important that the street is a safer area by reducing or eliminating traffic collisions with people walking and bicycling and prioritized lighting and security and ensuring dignified access for people with disabilities as focus for physical improvements. Below are just a few examples of infrastructure improvements that increase safety and accessibility. When you think of improvements in your neighborhood, what are some ideas that come to mind?

STREET LIGHTING



Street lighting is important for safety and can serve as a decorative amenity. Communities members can work together to form a Street Lighting District and install street lights in their neighborhood, where feasible.

PEDESTRIAN INFRASTRUCTURE



Infrastructure treatments can include curb extensions, high-visibility crosswalks, flashing lights at uncontrolled intersections, refuge islands and traffic signal phasing to protect pedestrians from vehicles while crossing the street.

BICYCLE INFRASTRUCTURE



Infrastructure treatments can include conventional, buffered and protected on-street bicycle lanes, as well as painted bicycle boxes at intersections to support bicyclists stay visible and safe while traveling.

ACCESSIBILITY



Infrastructure treatments can include accessible pedestrian signals for the hearing impaired, curb ramps and sidewalk maintenance to support people with wheelchairs or strollers move through the public right-of-way.

SHARE YOUR THOUGHTS

Eric Garcetti
@MayorEricG

People St

Cyclist & Pedestrian Screenline Count

Modified from Southern California Association of Governments, Bike Count Data Clearinghouse Project, Recommended Screenline Count Form

Date: ____/____/20____
 Location: _____
 Side of Street: N E S W
 This Page: FROM ____:____ AM TO ____:____ AM (15 minutes)
 Count Period: START ____:____ AM END ____:____ AM
 Pages: PAGE ____ OF TOTAL ____
 Rain: YES NO

Bicyclists

Mark additional attributes if they apply (R to L) ▼

Female _____
 Sidewalk Riding _____
 No Helmet _____
 < 16 yrs _____
 > 65 yrs _____

Street Centerline

Bikes - Right to Left

Bikes - Left to Right

TOTAL

Count bicyclists as they cross your screenline ▲

Pedestrians

Mark additional attributes if they apply (R to L) ▼

Female _____
 Wheelchair/Mobility Asst. _____
 Skateboard/Scooter/etc. _____
 Under 16 yrs _____
 Over 65 yrs _____

Street Centerline

Peds - Right to Left

Peds - Left to Right

TOTAL

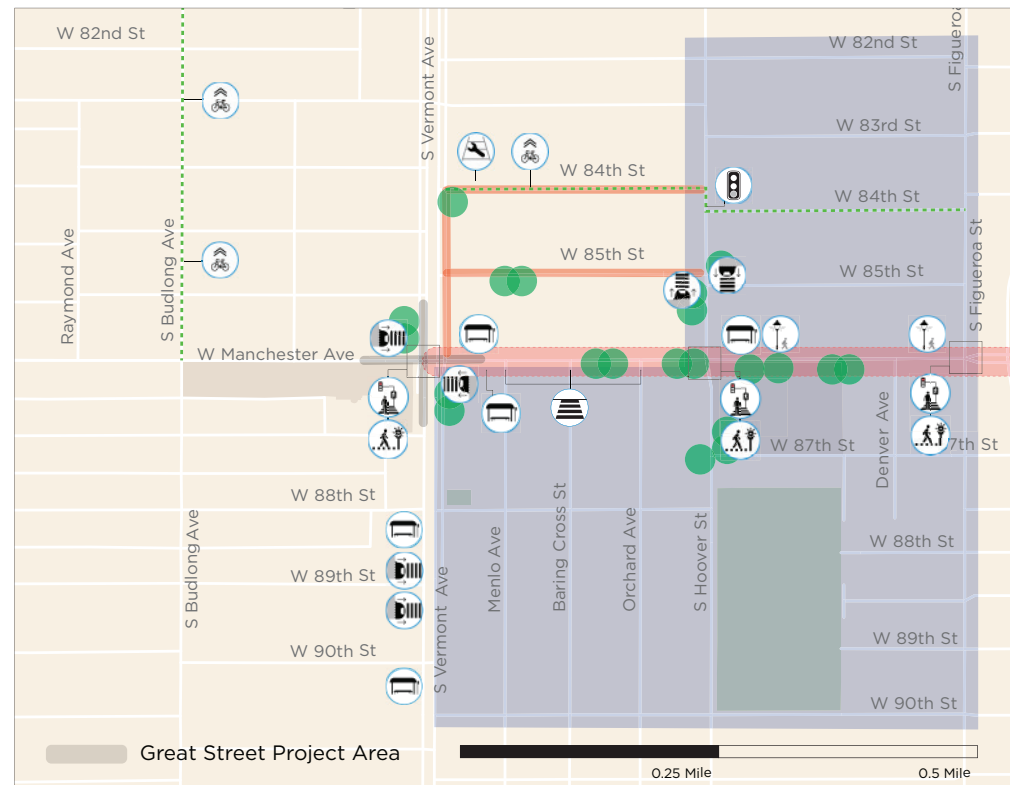
Count pedestrians as they cross your screenline ▲



Parklet Studies for LADOT / People St / Project Evaluation Manual / Fieldwork Toolset v1.1

OVERLAPPING PROJECTS PLANNED FOR VERMONT & MANCHESTER

The City of Los Angeles and partner organizations are working on several overlapping projects to improve transportation infrastructure, accessibility and safety near the intersection of Vermont Ave. & Manchester Ave. Explore the map below to see what's in the pipeline and where the Great Street partnership can continue to build on planned improvements.



FUNDED IMPROVEMENTS

The improvements above have been funded in connection with the Vermont & Manchester Mixed Use Development and Transit Hub through a grant from the State of California. The improvements are a collaboration between the City of Los Angeles, the County of Los Angeles and Bridge Housing. These improvements will be implemented by 2024.

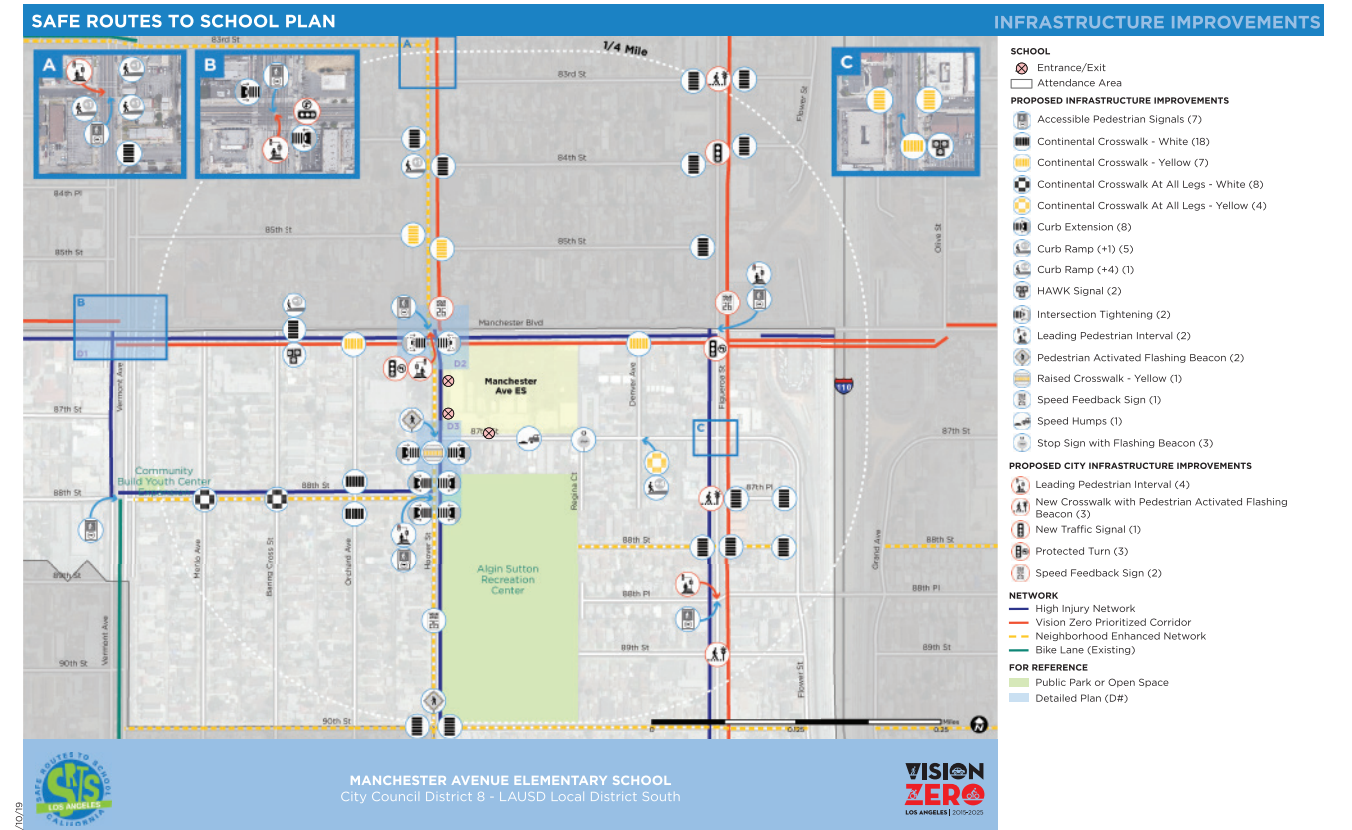
- High-Visibility Crosswalk
- Curb Extension
- New Traffic Signal
- Leading Pedestrian Interval
- Accessible Pedestrian Signal
- New or repaired sidewalks
- Bicycle Boulevard: sharrow markings, bicycle signal detectors, and intersection bicycle boxes
- Bus Shelter
- Bus Stop Lighting
- Street Tree

COMPLETED IMPROVEMENTS

Vision Zero Corridor
Manchester Ave. is a Vision Zero Priority Corridor. In May 2019, LADOT installed basic safety improvements on Manchester between McKinley Place and Vermont Ave, including new minor street crosswalks, intersection tightening, and continental crosswalk upgrades.

PLANNING UNDERWAY

Safe Routes to School Plan Area
Planning efforts are underway in this area as part of the Safe Routes to Schools Plan for Manchester Elementary School.



7/20/19

MANCHESTER AVENUE ELEMENTARY SCHOOL
City Council District 8 - LAUSD Local District South





Engagement Activity



Outreach and Engagement revealed the top priorities for Community Coalition's Project Area. This interactive activity identifies specific locations for the prioritized treatments.



<p>CITY OF LOS ANGELES PLANNING INITIATIVES</p> <p>Vision Zero Program ■ High Injury Network</p> <p>Mobility 2035 Plan ■ Bicycle Enhanced Network (Tier II) ■ Pedestrian Enhanced District ■ Transit Enhanced Network (Comprehensive)</p> <p>Affordable Housing & Sustainable Communities Program <small>Interim by 2024</small> ■ Curb Extensions ■ Accessible pedestrian signals ■ New or repaired sidewalks ■ Bus shelters ■ Leading pedestrian intervals</p>	<p>GREAT STREETS PROJECT CONCEPT ELEMENTS <small>Where do you think improvements are needed most? Place stickers or pins on the map above, within the project area. Community Coalition will work with Great Streets and the City to develop near-term, mid-term and long-term street improvements based on your suggestions.</small></p> <table border="0"> <tr> <td> Street Lighting <small>Improve safety and provide a decorative canopy</small></td> <td> Pedestrian Infrastructure <small>Improve mobility to people on foot and supports walking</small></td> <td> Bicycle Infrastructure <small>Improve mobility to people on wheels and supports bicycling</small></td> </tr> <tr> <td> Accessibility <small>Sidewalk and curb repair and improvements</small></td> <td> Landscaping and trees <small>Provides shade and beauty</small></td> <td> Health, fitness and play areas <small>Create public spaces for domestic uses including exercise and play</small></td> </tr> <tr> <td> Local business growth and support <small>Technical assistance to business owners or physical revitalization of business districts</small></td> <td colspan="2"></td> </tr> </table>	Street Lighting <small>Improve safety and provide a decorative canopy</small>	Pedestrian Infrastructure <small>Improve mobility to people on foot and supports walking</small>	Bicycle Infrastructure <small>Improve mobility to people on wheels and supports bicycling</small>	Accessibility <small>Sidewalk and curb repair and improvements</small>	Landscaping and trees <small>Provides shade and beauty</small>	Health, fitness and play areas <small>Create public spaces for domestic uses including exercise and play</small>	Local business growth and support <small>Technical assistance to business owners or physical revitalization of business districts</small>		
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COMMUNITY COALITION
people. power. progress.

THE "SOUTH CENTRAL BY SOUTH CENTRAL" TOUR

Join other local residents as we visit businesses and organizations throughout South Los Angeles in order to hear the story behind each business, understand how they are contributing to the local economy, learn how they are empowering South LA residents, and receive a tour of their facilities.

Saturday, August 31st
10 AM - 2 PM
Community Coalition
8101 South Vermont Ave, Los Angeles, CA 90044

RSVP at tinyurl.com/cocosouthlatour
For more information, call Community Coalition at (323) 750-9087 and ask for Oscar Alvarez

#SouthCentralBySouthCentral #SouthCentralNotForSale

COMMUNITY COALITION
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LA EXCURSIÓN "EL SUR DE LOS ANGELES POR EL SUR DEL LOS ANGELES"

Únase a otros residentes mientras visitamos negocios locales en el sur de Los Ángeles. Entendamos cómo contribuyen a la economía local, ayudan a empoderar a los residentes del sur de Los Ángeles, y hacen del sur de Los Ángeles una comunidad próspera.

Sábado, Octubre 26
10 AM - 2 PM
Community Coalition
8101 South Vermont Ave, Los Angeles, CA 90044

Para más información, llame a Community Coalition al (323) 750-9087 y pregunte por Oscar Alvarez

#SouthCentralBySouthCentral #SouthCentralNotForSale

THE SOUTH CENTRAL BY SOUTH CENTRAL

COMMUNITY CONVENING

Join other South LA residents to envision the transformation of the Vermont and Manchester corridor and the broader South Central community. We must ensure that every development is informed by our local community.

SATURDAY, NOVEMBER 16TH
11AM - 1PM
8101 S. VERMONT AVENUE

To RSVP or for more information, call Community Coalition at (323) 750-9087 and ask for Oscar Alvarez

SOUTH CENTRAL BY SOUTH CENTRAL

THERE WILL BE ACTIVITIES FOR KIDS, GIVEAWAYS, LOCAL VENDORS, PLANT-BASED FARMER'S MARKET, LIVE DJ, CHILDCARE AND MORE!

Follow us on  @southcentralbysouthcentral
 #SouthCentralBySouthCentral #SouthCentralNotForSale






EL SUR CENTRO POR SUR CENTRO

REUNION COMUNITARIA

Unase a otros residentes del Sur Centro para visualizar la transformación de las avenidas de Vermont y Manchester! Tenemos que asegurarnos que todos los desarrollos en nuestra comunidad sean informados por nosotros.

SABADO, NOVIEMBRE 16
11AM - 1PM
8101 S. VERMONT AVENUE

Para reservar su participación o para más información llame a Community Coalition al (323) 750-9087 y pregunte por Oscar Alvarez

SOUTH CENTRAL NOT FOR SALE

SOUTH CENTRAL BY SOUTH CENTRAL

PEOPLE'S BLOCK PARTY

Join us to celebrate and envision the transformation of the Vermont and Manchester corridor. Bring your family and friends to enjoy live entertainment, a farmer's market, games, raffles, local vendors, music, and more!

SATURDAY, OCTOBER 5TH
10AM - 4PM
85TH AND VERMONT AVE

#SouthCentralBySouthCentral #SouthCentralNotForSale
 Follow us on  @southcentralbysouthcentral







**COMMUNITY
COALITION**

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