

# Los Angeles Promise Plan

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## Creating Opportunity in Los Angeles

April 28, 2015 - The Los Angeles Promise Zone is led by the Mayor's Office of Economic Development, the lead implementation partner – Youth Policy Institute, and the 49 key partners who are working to implement the Promise Zone plan.

Over the past 15 months, the Los Angeles Promise Zone launched the Leadership Council and five working groups focused on Economic Activity, Education, Neighborhoods, Public Safety and Civic Participation.

Five AmeriCorps VISTA members have been provided to the Promise Zone to help implement the strategic vision and plan for the community. These VISTA members have been instrumental in supporting the Promise Zone's organizational structure and capacity and leading resident engagement and community outreach efforts.

The Los Angeles Promise Zone has received approximately \$38 million in federal investments for education, access to healthy foods, teenage pregnancy prevention, lead hazard reduction and healthy home intervention, and health and wellness.

# Highlights

## Improving Health and Wellness

**Advocates For Youth** received a Teenage Pregnancy Prevention Program grant from the U.S. Department of Health and Human Services to engage community partners in developing a pregnancy prevention framework.

## Increasing Access to Healthy Foods

**The Youth Policy Institute and Old Grove Farm Share** were awarded a USDA Local Food Promotion Grant to institute six Community Supported Agricultural sites in the Promise Zone to increase access of locally grown produce.

**The Thai Community Development Corporation** was awarded a USDA Farmers Market Promotion Grant to promote the East Hollywood Certified Farmers Market to increase access to more nutritious food options.

## Increasing Healthy Home Interventions

The U.S. Department of Housing and Urban Development awarded a grant to the **City of Los Angeles Housing Community Investment Department (HCIDLA)** for outreach to low income tenants and homeowners regarding lead hazard reduction.

# Looking Forward

The Los Angeles Promise Zone was recently awarded an Operation AmeriCorps grant from the Corporation for National & Community Service. The grant will be used to provide high schools, FamilySource Centers and YouthSource Centers with AmeriCorps Members to provide college and career readiness workshops, and advise students on post-secondary options and the development of an individualized College and Career Plan for 11th and 12th grade students.

The City of Los Angeles is also working to align resources and investments from several departments to design the Promise Zone Commercial Corridor Improvement Program. Ten neighborhood commercial streets will be targeted for improvements over the course of the 10 year designation. One of the strategies is to enhance the community corridors by building linkages with existing transit options and making the corridors more accessible for people traveling by foot and bike. The initiative will also focus on pedestrian safety, cleanliness, and employ place-making strategies that honor the area's diverse cultural traditions.

The Hollywood Beautification Team has planted 540 trees leading up to the proposed freeway cap park to provide residents in this low-income community with much needed shade and greenspace. The proposed park development could create over 40,000 direct and indirect jobs, including local hires, and 30% of the jobs will be entry level and under apprenticeship programs.

The Los Angeles Promise Zone is also working with the University of Southern California Sol Price Center for Social Innovation and the LA Common Data Working Group on a scorecard to capture evaluation and metrics to track outcomes and impact in the Promise Zone.

The Los Angeles Promise Zone Partnership will continue to engage residents through outreach programs including the City's Summer Youth Hire program, Los Angeles Promise Zone Concert Series in MacArthur Park and through the efforts of the partners and working groups. This includes outreach to the philanthropic and private sectors on investing in the Promise Zone's future and increasing opportunities for local residents.

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