The People's Corridor

GREAT STREETS CHALLENGE 2019
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COMMUNITY COALITION

The Vermont-Manchester Corridor Great Streets Challenge 2019

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.

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.

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.

CONTRIBUTE TO THE BUILDING OF A SOCIAL MOVEMENT
Generating and sustaining relationships and strengthening alliances with other organizations dedicated to social and economic equity.

CORE VALUES
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 multi-year, multifaceted vision for South LA that is comprised of three pillars: Demand our Dollars, Generate Justice, and Build Thriving Communities. Our Vermont-Manches-ter 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 collective capacity around attracting responsible investment.

Our multi-faceted approach to data collection entailed a survey completed by 520 residents and community 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.

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 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.

OUTREACH PROCESS AND DATA COLLECTION

We employed four key strategies to engage residents:

1. Grassroots engagement 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.

Across quantitative and qualitative data collection strategies, four key themes emerged: Health and Wellness, 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.
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.

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 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.
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.

Hattem’s Shopping Center on South Vermont Avenue, 1933

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.
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’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 2,500 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 a Vision Zero high-injury network, which is not surprising given that the traffic mortality rate in Manchester Square is 22.4 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 DEEPPERING 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 neighborhood’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 demand seizure by LA County in 2018, it presented an opportunity and immediate organizing opportunity to ensure development efforts would align with local residents’ needs and desires for a safer, more interactive, 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 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 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 Latino 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 expectations 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 conferences.

**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 onboard 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 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 surveys. 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.
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.
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 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

“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

HIGHLIGHTS FROM PHASE ONE

The Pop-Up Block Party

The Vermont-Manchester Corridor
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

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 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**

<table>
<thead>
<tr>
<th>NAME</th>
<th>DESCRIPTION</th>
<th>OCCURRENCE</th>
<th>Strategy</th>
<th>Est. # of People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Weekly Resident Leader Meetings</strong></td>
<td>Met with South LA community leaders to strategize on how to do meaningful community engagement throughout the Great Streets Initiative Challenge process</td>
<td>November 5, 2019; November 12, 2019; November 19, 2019 (3 in total)</td>
<td>Strategy 1</td>
<td>61</td>
</tr>
<tr>
<td><strong>Monthly Community Base Meetings</strong></td>
<td>Meet South LA community members to develop a community-informed transformation of the Vermont Manchester corridor</td>
<td>Thursday, November 21, 2019</td>
<td>Strategy 1</td>
<td>40</td>
</tr>
<tr>
<td><strong>Private/Home Visits</strong></td>
<td>Meet community members at their homes 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.</td>
<td>Wednesday November 6th, Wednesday November 13th, and Wednesday November 20th (3 in total)</td>
<td>Strategy 1</td>
<td>17</td>
</tr>
<tr>
<td><strong>Streets Canvassing</strong></td>
<td>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.</td>
<td>Every week on Mondays (November 4th, 11th, and 18th)</td>
<td>Strategy 1 and Strategy 2</td>
<td>250</td>
</tr>
<tr>
<td><strong>South LA Tours</strong></td>
<td>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 Andrali at Great Streets led the facilitation) that gave community members context of what the Vermont Manchester Corridor could look like</td>
<td>Saturday October 26, 2019</td>
<td>Strategy 1 and Strategy 3</td>
<td>25</td>
</tr>
<tr>
<td>#SouthCentral-BySouthCentral Media Campaign</td>
<td>Our Social Media Hashtag campaign crafted to brand, reinforce, and disseminate CoCo’s Great Streets Challenge Project to the broader South LA Community-</td>
<td>Ongoing</td>
<td>Strategy 4</td>
<td>700</td>
</tr>
<tr>
<td><strong>Great Streets Community Convening</strong></td>
<td>The second mass canvassing 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.</td>
<td>Saturday, November 16th, 2019</td>
<td>Strategy 1 and Strategy 2</td>
<td>65</td>
</tr>
<tr>
<td><strong>Great Streets Community Working Group</strong></td>
<td>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</td>
<td>Wednesday, November 6th and Wednesday, November 13th</td>
<td>Strategy 2</td>
<td>15</td>
</tr>
<tr>
<td><strong>CoCo People First Assembly</strong></td>
<td>A mass-based event that strives to expose community campaign residents to other efforts being led around the South LA community. One of the breakout sessions specifically presented the outcomes of the Great Street findings, and allowed residents to contribute a thorough input.</td>
<td>Saturday, November 23, 2019</td>
<td>Strategy 1</td>
<td>80</td>
</tr>
</tbody>
</table>

**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**

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.

"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
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

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

<table>
<thead>
<tr>
<th>NAME</th>
<th>DESCRIPTION</th>
<th>OCCURRENCE</th>
<th>Strategy</th>
<th>Est. # of People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCXSC Community Meeting</td>
<td>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.</td>
<td>Thursday December 12, 2019</td>
<td>Strategy 1</td>
<td>20</td>
</tr>
<tr>
<td>South LA Development Tour</td>
<td>A tour of developments throughout South LA with stakeholders of the Vermont Manchester corridor, including business owners, local residents, and project developers.</td>
<td>Wednesday, December 18, 2019</td>
<td>Strategy 1 and Strategy 3</td>
<td>20</td>
</tr>
<tr>
<td>Weekly Resident Leader Meetings</td>
<td>Met with Community member leaders to get final input and confirm the final community design for Community Coalition’s final Great Streets proposal.</td>
<td>Thursday January 16, 2020 and Thursday January 23, 2020</td>
<td>Strategy 1</td>
<td>15</td>
</tr>
<tr>
<td>#SouthCentral-BySouthCentral Media Campaign</td>
<td>Our Social Media Hashtag campaign crafted to brand, reinforce, and disseminate CoCo’s Great Street Challenge Project to the broader South LA Community.</td>
<td>Ongoing</td>
<td>Strategy 4</td>
<td>700</td>
</tr>
<tr>
<td>South Central by South Central Development Meeting</td>
<td>Met with Community members to get final additional input and confirm the final community design for Community Coalition’s final Great Streets proposal.</td>
<td>Wednesday, January 22, 2020</td>
<td>Strategy 1</td>
<td>25</td>
</tr>
<tr>
<td>MLK Day Parade Freedom Festival</td>
<td>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.</td>
<td>Monday January 20, 2020</td>
<td>Strategy 2</td>
<td>750</td>
</tr>
</tbody>
</table>

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

Musicians 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 impactful 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 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.”

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 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.
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 business and what is the current climate and conditions exist concerning the pulse of South LA business 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 traversed 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 hiking, 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. Additionally, they want to see Black and Brown art that contributes to a healthy, positive ambiance.

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.
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 experience 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.

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.

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.
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 Latino 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 elect 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 speed 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

**CCOC’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 multi-generational cohort of African American and Latino 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.
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 & WELNESS: 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, 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 converse 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.
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 (e.g., 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 I10 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 install 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 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 scooting, 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/minis-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.
The Vermont-Manchester Corridor Great Streets Challenge 2019

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.

Conclusion
Great Streets Challenge 2019

The Vermont-Manchester Corridor

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.

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.

INICIATIVA GREAT STREETS

El Alcalde Eric Garcetti lanzó la Iniciativa Great Streets en Octubre del 2013 para ayudar a los Ángeles 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.

objetivos generales de la iniciativa

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

OTROS PROYECTOS DE GREAT STREETS

- CESAR CHAVEZ
  Mejoras en la seguridad de la calle

- VAN NUYS
  Mejoras en la seguridad de la calle

- RESEDA
  Mejoras en la seguridad de la calle

- HOLLYWOOD
  Peaton Seguro
Great Streets Challenge 2019

The Vermont-Manchester Corridor

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/ethnicities do you consider yourself?
   - Black or African American (Africa)
   - American Indian or Alaska Native (North American, South America, Central America)
   - Asian (Far East, Southeast Asia, India)
   - Native / Indigenous to North America
   - Hispanic / Latino / Latinx
   - Hawaiian or Other Pacific Islander (Hawaiian, Guamanian, Samoan, Pacific Islanders)
   - White
   - Middle Eastern / North African
   - Other

3. Age (years)
   - 17 and under
   - 18 to 24
   - 25 to 44
   - 45 to 64
   - 65 and over

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
   - 1 - 5 years
   - 6 - 10 years
   - 11 - 15 years
   - 16 - 20 years
   - 21 - 29 years
   - 30 - 39 years
   - 40 - 49 years
   - 50 - 59 years
   - 60 - 69 years
   - 70 - 79 years
   - 80 - 89 years
   - 90 years or older
   - Other

6. 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.

   a. Solar pedestrian crossings (signs, curbsides, visual warning)
   - Low
   - Medium
   - High

   b. Improved or expanded bike lanes
   - Low
   - Medium
   - High

   c. Sidewalk maintenance (repaired sidewalks, hose barriers, etc.)
   - Low
   - Medium
   - High

   d. Focusing designated areas for senior and people with disabilities
   - Low
   - Medium
   - High

   e. Lighting and security
   - Low
   - Medium
   - High

   f. Playgrounds and play areas
   - Low
   - Medium
   - High

   g. Parks/parks
   - Low
   - Medium
   - High

   h. Street furniture/seating
   - Low
   - Medium
   - High

   i. Bus shelters and signage
   - Low
   - Medium
   - High

   j. Other
   - Low
   - Medium
   - High

   (please specify)

   (please specify)

   (please specify)

   (please specify)

   (please specify)

   (please specify)

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

8. If you would like to be further involved, please provide your contact information:
   - Name
   - Email
   - Phone

Questions marked by * are required
APPENDIX
The Vermont-Manchester Corridor Great Streets Challenge 2019

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

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

2. Por favor seleccione cual modo de transporte utiliza con más frecuencia mientras visita el área del proyecto. Elija uno.
   - Camina sola
   - Vehículo compartido (Bikeshare, Lyft)
   - Conduce un vehículo (antiguo o familiar dentro del vehículo)
   - Metro Rail
   - Camina
   - Bicicleta
   - Patinete (Long, Bird)
   - Vehículo que ayuda para la movilidad (silla de ruedas)
   - Otro (seas específico)

3. ¿Qué son los principales destinos que visita? Seleccione todos los que correspondan.
   - Centro de comerciantes
   - Parque o centro comunal
   - Servicios públicos
   - Canales del distrito
   - Empresas pequeñas
   - Panadería

4. ¿Con qué frecuencia visita el área del proyecto?
   - Una vez al año
   - Algunas veces al año
   - No invita
   - Pocas veces al año
   - Todas las dos
   - Pocas veces al mes

5. ¿Es importante que las calles sean:
   - Destinos de compras y recreación para apoyar a los negocios locales
   - Más seguros alrededor o eliminar las chozas de transeúnte con personas caminando en bicicleta
   - Más seguros alrededor o eliminar las chozas de transeúnte con personas caminando en bicicleta
   - Más seguros alrededor o eliminar las chozas de transeúnte con personas caminando en bicicleta
   - Más seguros alrededor o eliminar las chozas de transeúnte con personas caminando en bicicleta
   - Otro (seas específicos)

6. ¿Qué de los siguientes cree que debería ser la máxima prioridad para las mejoras físicas en el área del proyecto?
   - Callejón cada mañana en una escala de 1 al 3, siendo 1 la prioridad más baja y 3 la más alta.

   a. Calles petrisorias más seguras (vehículos y peatones, calles de mantenimiento)
   b. Recuperación de plazas de parques para disminuir el congestionamiento
   c. Mantenimiento de banquinas (banquinas más anchas, más barros, etc.)
   d. Desarrollar un nuevo parque para las personas mayores y las personas con discapacidades
   e. Iluminación y seguridad
   f. Parques infantiles y áreas de juegos

7. ¿Cuál de los siguientes cree que necesita mejorar la iluminación de la ciudad? Circule todos lo que corresponda.
   - Callejón cada mañana en una escala de 1 al 3, siendo 1 la prioridad más baja y 3 la más alta.

8. ¿Cuál de los siguientes cree que debería ser la máxima prioridad para las mejoras físicas en el área del proyecto? Callejón cada mañana en una escala de 1 al 3, siendo 1 la prioridad más baja y 3 la más alta.
   - Calles petrisorias más seguras (vehículos y peatones, calles de mantenimiento)
   - Recuperación de plazas de parques para disminuir el congestionamiento
   - Mantenimiento de banquinas (banquinas más anchas, más barros, etc.)
   - Desarrollar un nuevo parque para las personas mayores y las personas con discapacidades
   - Iluminación y seguridad
   - Parques infantiles y áreas de juegos

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

10. Si desea participar en una mesa más, proporcione sus datos de contacto para poder comunicarnos con usted.
    Nombre: ________________________________________________
    Correo electrónico: _________________________________________
    Número de teléfono: _______________________________________

Las preguntas marcadas con una * deben ser contadas.
**Who Did We Survey?**

Community Coalition (CoCo) collected 250 surveys during Phase 1 Outreach and Engagement of the Great Streets 2019 Community Partner Challenge. The majority of respondents (69%) 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%).

**Takeaways**

The majority of survey respondents (56%) live less than three miles from the project area and most describe themselves as local. South Los Angeles residents (45%) visit or work through the People’s Block on a weekly basis. While most survey participants travel in a vehicle, transit use (33%) is the second most common mode of travel for those planning to travel through the corridor. Active transportation is also high, with many respondents who choose transit also walk or bike in the project area on the way to and from transit stops.

**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?**

- **Every Day:** 42%
- **More than once a week:** 50%
- **Once a month:** 4%
- **Less than once a month:** 4%

**What needs improvement on The People’s Block?**

- **Landscaping and Trees:** 36%
- **Landscape and Trees:** 30%
- **Siting and Street Furniture:** 18%
- **Siting and Street Furniture:** 14%
- **Parking and Access:** 10%

**What do I care most about on The People’s Block?**

- **Amenity and Security:** 36%
- **Amenity and Security:** 33%
- **Parking and Access:** 18%
- **Parking and Access:** 11%
- **Siting and Street Furniture:** 10%

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

- **Amenity and Security:** 36%
- **Amenity and Security:** 33%
- **Parking and Access:** 18%
- **Parking and Access:** 11%
- **Siting and Street Furniture:** 10%

**Takeaways**

Overall, the community priorities improving safety in the project area, supporting local businesses, and adding street amenities such as landscaping, lighting, and seating, for recreation and transit. The City of Los Angeles, the County of Los Angeles and bridge housing are collaborating on safety improvements in the Vermont / Manchester intersection included, curb extensions, accessible pedestrian signals, speed humps, pedestrian islands, bicycle repair stations, and other CoCo’s Great Streets Corridor 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 social business ventures and amenities. Community Coalition will engage the community to continue feedback in the identification of the highest improvements specified in Phase 5 Outcomes. The Community Coalition staff is working with local businesses and other stakeholders from the community to account for recommendatory street improvements within accessible right-of-way.
Collisions & Networks
Colisiones y Redes

Transportation Networks
Redes de transporte

Existing Bicycle Network
Red de bicicleta existente

Bicycle Network Analysis
Red de bicicletas analizada

Bicycle Network Rating
Calificación de la red de bicicletas

Bicycle Network Segments
Tramos de la red de bicicletas

Bicycle Network Stations
Estaciones de la red de bicicletas

Bicycle Network Stations (2019-2021)
Estaciones de la red de bicicletas (2019-2021)

Collisions & Networks
Colisiones y Redes

Complete Streets
Calles completas

Resources include...
SAFETY AND ACCESSIBILITY

During community outreach, survey respondents cared most about safety in the project area. Though 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 accessible 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 pedestrians and bicyclists on the corridor for increased visibility, increased safety, and in some instances can work together to form a “street lighting corona” to install street lights on both sides of the road to create a safer environment for all users.

**PEDESTRIAN INFRASTRUCTURE**

Infrastructure treatments can include sidewalks, barriers, raised curbs (not sidewalks), pedestrian islands, and traffic signal phasing to protect pedestrians from vehicles, while crossing the street.

**BICYCLE INFRASTRUCTURE**

Infrastructure treatments can include bike lanes, raised bike lanes, and protected bike lanes to help bike riders feel secure and bike under conditions.

**ACCESSIBILITY**

Infrastructure treatments can include access in projects we support on the corridor including bike lanes and sidewalk maintenance to support people with mobility or sensory issues through the public right-of-way.

**SHARE YOUR THOUGHTS**

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**Great Streets Challenge 2019**

The Vermont-Manchester Corridor Great Streets Challenge 2019
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.

**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.

**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.

**SAFETY IMPROVEMENTS**

- High Visibility Crosswalk
- Curb Extensions
- New Traffic Signal
- Leading Pedestrian Interval
- Reduced Pedestrian Signal
- New or repaired driveways
- Bicycle Boulevard, sharrows, markings, bicycle signal detectors, and intersected bicycle boxes
- Bus Shelter
- Bus Stop Lighting
- Street Trees

**MAP OVERVIEW**

- Great Street Project Area
- 0.5 Mile
- 0.25 Mile
The Vermont-Manchester Corridor

Great Streets Challenge 2019

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.

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

For more information, call Community Coalition at (323) 780-3467 and ask for Oscar Aranaz.

LA EXCURSIÓN "EL SUR DE LOS ÁngeLES POR EL SUR DEL LOS ANGELES"

Unirse a otros residentes mientras visitamos negocios locales en el sur de Los Ángeles. Entérate cómo contribuyen a la economía local, ayúdanos a empoderar a los residentes del sur de Los Ángeles, y haz un recorrido por el 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, llama a Community Coalition al (323) 780-3467 y pregunta por Oscar Aranaz.