



# COMMUNITY ORGANIZING

## BACKSTORY

The counter to money power is people power. Since our inception in 1990, we've used community organizing to build power and win campaigns in education funding, criminal justice reform, and reducing the overconcentration of liquor stores, smoke shops, and marijuana dispensaries.

It's too often the case that decisions that impact South LA are made by people who don't look like us or have our interests in mind. But when residents come together, great things happen. "People, Power, Progress" means residents unite as one, stay active in the political process, and leave behind a more thriving South LA for future generations.

## COCO'S ORGANIZING APPROACH

Our goal is to create powerful seats at the table for Black & Latinx residents of South LA.

We believe that those closest to the problem are closest to the solution. We engage residents directly and invest significant time in leadership development and political education while launching policy campaigns to improve South LA. Our community leaders like you then end up organizing one neighbor at a time to join the campaigns to increase collective action and address the root causes of addiction, crime, violence, and poverty.

## BY THE NUMBERS

<b>1,000+</b> Residents Monthly through Programming, Community Meetings, Town Halls	<b>30,000+</b> Following on Facebook, Twitter, and Instagram	<b>35</b> Social Service Providers through the Prevention Network
---	---	---

## VICTORIES

**2021: Make LA Whole** – Residents successfully came together to win \$170 million for South LA in the federal funds that were sent to LA to aid in Covid-19 recovery.

**2021: Vaccine Outreach** – In partnership with County and State officials, residents spread the word on a vaccine effort that led to ~3,500 Black and Brown people getting vaccinated at Jesse Owens Park.



/CoCoSouthLA

## VICTORIES

**2020: Monarch Liquor** – Long a nuisance business, Monarch Liquor has since transformed into Monarch Market offering fresh goods and services due to block-by-block organizing efforts by residents.

**2020: Great Streets** – Residents win a City grant challenge to bring \$500k to build a People’s Plaza near Vermont & Manchester.

**2019: Office of Racial Equity** – residents across South LA successfully pressured City officials to establish the City’s first Office of Racial Equity to assess bias in public policy.

**2019: Stop The Stops** – As part of the PUSH LA Coalition, residents force the LAPD to significantly reduce the number of pretextual traffic stops in South LA.

## CAMPAIGNS

**1992**

### REBUILD SOUTH CENTRAL WITHOUT LIQUOR STORES

CoCo launched a multiyear campaign that mobilized tens of thousands of residents to testify at hundreds of hearings, rallies and actions to prevent their reopening. The campaign resulted in the permanent closure of over 150 liquor stores and the conversion of 40 into other businesses, such as laundromats, markets without alcohol, and nonprofit organizations.

**1997**

### PROPOSITION BETTER BUILDINGS (BB)

SCYEA leaders took disposable cameras into their schools to expose the dilapidated conditions of their schools. Due to their public pressure campaign, South LA schools were given \$153 million to address these conditions.

**2000**

### FAMILY CARE NOT FOSTER CARE

CoCo organized relative caregivers into a powerful, vocal constituency to demand the same resources and supports given to private foster care providers.

Relative caregivers have won more than \$38 million in funding for kinship services.

**2003**

### SUMMER OF SUCCESS

To combat crime and violence without increasing police presence, 2003’s Summer of Success brought late-night programs and recreational activities to the residents of Jim Gilliam Park in Baldwin Village. The combination of community involvement, recreational programming, and gang intervention proved to be a resounding success.

**2005**

### A-G FOR ALL

SCYEA leaders launched a five-year effort to make A-G courses the default curriculum throughout the district so that all students had equal access to college. This policy has dramatically improved educational outcomes as graduation rates went from 64% in 2005 to 80% in 2017.

**2013**

### SCHOOL CLIMATE BILL OF RIGHTS

SCYEA leaders worked with the Brothers, Sons, Selves (BSS) Coalition to win the passage of The School Climate Bill of Rights, which prevents schools from suspending or expelling students for “willful defiance”, a catch-all for behavior conflicts. There are now more Restorative Justice approaches to address student misbehavior.

**2012**

### PROPOSITION 30

CoCo played an instrumental role in educating and mobilizing voters around Prop 30., which generated \$6.8 billion in new revenue for education and Mede-Cal. Key to the initiative’s victory was a grassroots strategy that focused on reaching and engaging voters usually neglected by mainstream campaigns.

**2014**

### PROPOSITION 47

Prop 47 reclassified six low-level crimes from felonies to misdemeanors, empowering an estimated 690,000 people in LA County alone to expunge or reduce felony convictions. The law provides second chances to many African Americans and Latinos targeted by the “War on Drugs”.

**2014**

### EQUITY IS JUSTICE

SCYEA youth and parents launched Equity is Justice to get LAUSD to adopt the Student Equity Needs Index, a data-driven comprehensive tool to identify the schools most in need. This formula ensures that schools with the highest needs receive, often times in South LA, receive an equitable share of resources.

