



INVESTING
in PLACE

Creating Safe, Walkable Communities and Enhancing Climate Benefits in Los Angeles

September 8, 2016

What we do and who we serve:



Convenings



Educating elected leaders and agency staff



Advocacy



Serving most vulnerable of our society

What problems are we trying to solve?

Problem #1: Many dangerous streets for people — especially most vulnerable, like youth, older adults, and individuals with disabilities.

NEWS

PARAMOUNT HIGH SCHOOL
STUDENT, COUSIN KILLED
IN HIT-AND-RUN

24-Year-Old Man Dies After Being Struck in Boyle Heights Hit-and-Run

POSTED 4:46 AM, FEBRUARY 15, 2016, BY [TRACY BLOOM](#) AND [MELISSA PAMER](#), UPDATED AT 02:24PM, FEBRUARY 16, 2016

Students Rally Around Teacher Critically Injured in Santa Ana Hit-and-Run

NEWS

PEDESTRIAN DECAPITATED
IN PALMS HIT-AND-RUN
CRASH; SUSPECT SOUGHT

Problem #2: Many undesirable and uncomfortable streets.



Opportunity #1 :

Increase percentage of all trips made by walking, biking, or transit to at least 35% by 2025, and 50% by 2035.

- City of Los Angeles Sustainable City pLAn

Increasing LA walking and biking infrastructure —
complete with green streets.



Photo credit: Joe Linton / Streetsblog LA

Opportunity #2:

Eliminate all traffic deaths by 2025.

- City of Los Angeles Vision Zero Initiative

Increase safety for people of all ages and abilities to get around — especially to transit, commerce, and services.



Photo credit: Joe Linton/ Streetsblog LA

Opportunity #3:

Re-imagine neighborhood centers,
one main street at a time.

- City of Los Angeles Great Streets Initiative

Increase safety for people of all ages and abilities to get around — especially to transit, commerce, and services.



Photo credit: Sahra Sulaiman / Streetsblog LA

Opportunity #4:

An opportunity to fund transportation infrastructure and improvements in LA County with *Measure M* — a half-cent sales tax measure in November's ballot.

How do we ensure equity?

1. First, identify the problem. Then, identify assets.
2. Identify projects with a “bottoms-up” approach and pursue outcomes with genuine community feedback.
3. **Build trust with allies.** Ensure community concerns — including displacement, local hire, jobs, etc. — are understood and addressed.
4. When seeking funding, make sure money can be used in neighborhoods that are most impacted by problems you have identified.

The logo consists of a solid blue square. Inside the square, the word "INVESTING" is written in a white, uppercase, sans-serif font. Below it, the word "in" is written in a white, lowercase, cursive script font. To the right of "in", the word "PLACE" is written in a white, uppercase, sans-serif font.

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