

INVESTING *in* PLACE

a Project of Community Partners

STRATEGIC PLAN 2020 - 2022

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OUR VISION

Our vision is a City that addresses the safety and access needs of all who call Los Angeles home. We work toward this vision by supporting community organizing, helping to embed racial justice in public policy, and aligning transportation investments with community-led movements to rethink public budgets. We collaborate with organizing and advocacy that centers the voices of those historically cut off from influencing decisions related to public investment and exercising power over our infrastructure and public space at Metro and the City of LA.

OUR MISSION

Our mission is to align policies and public dollars to support transportation investments that strengthen communities.



HOW WE DO THIS

We focus our work on partnership with community leaders and support them with transportation policy analysis. We help build shared understanding of Metro and Los Angeles City processes, and provide budgetary strategy. We are working to build a Los Angeles transportation advocacy platform that prioritizes funding based on need, safety and access in a time of scarcity.

WHAT 2020 HAS TAUGHT US



Throughout the year, BIPOC communities and frontline workers have in many ways been exposed to the worst of the COVID pandemic. Now, as budget shortfalls mount in Los Angeles, these communities are also most likely to bear the brunt of funding cuts and service reductions.

Many transportation projects and programs poised to increase access and improve safety are the first being cut. For example, Metro reduced bus service by 20% in 2020, limiting the ability for riders to practice social distancing on crowded buses and disproportionately endangering Black and brown bus riders.

But COVID-19 is not the only pandemic facing the Los Angeles region. Systemic racism also poses distinct health and social threats to Black and brown Angelenos, making it all the more important to advocate for transportation investments that support these communities. The Movement for Black Lives has mobilized a massive coalition and called attention to injustices that have existed for a long time. The movement has brought urgency to systemic issues that have seldom been treated with the seriousness they deserve outside of Black and brown communities.

In spite of this call for transformative change, agency leadership has been slow to address these concerns. If we are to resist the temptation to return to the “old normal” of scarcity and inadequate services, we need advocates to build effective campaigns using detailed budget and policy analyses as the region continues into the years of recovery that lie ahead.

CAMPAIGNS & PRIORITIES



GOAL 1

SUPPORT POWER BUILDING

Collaborate with organizing advocacy groups that center the voices of historically marginalized communities to influence decision-making for public investment in infrastructure.

KEY ACTIVITIES

We have strengthened our commitment to collaborate with organizing and grassroots efforts by participating in shared campaigns and working to leverage funding to support this work in our grant budgets. In the past two years over 25% of Investing in Place's annual budget has gone to Los Angeles-based non-profit partners we are working alongside to achieve our transportation advocacy goals.

GOAL 2

CREATE BETTER BUSES FOR LA

Increase community understanding and engagement to improve the region's bus system. We are focused on supporting efforts to remove armed police officers from buses and trains, implementation for frequent and reliable bus service, bus only lanes, bus shelters, queue jumpers, signal priority, boarding islands, and all door boarding.

KEY ACTIVITIES

In the summer of 2019, we created the Better Buses for LA work group. It meets monthly and focuses on improving bus speeds and access in the City of Los Angeles. We also support and participate in the work led by ACT-LA and the Transit Justice work group. After years of witnessing beautiful plans that never get implemented, Investing in Place's effort is focused on budget advocacy and project implementation - while holding Metro and the City of LA accountable.



GOAL 3

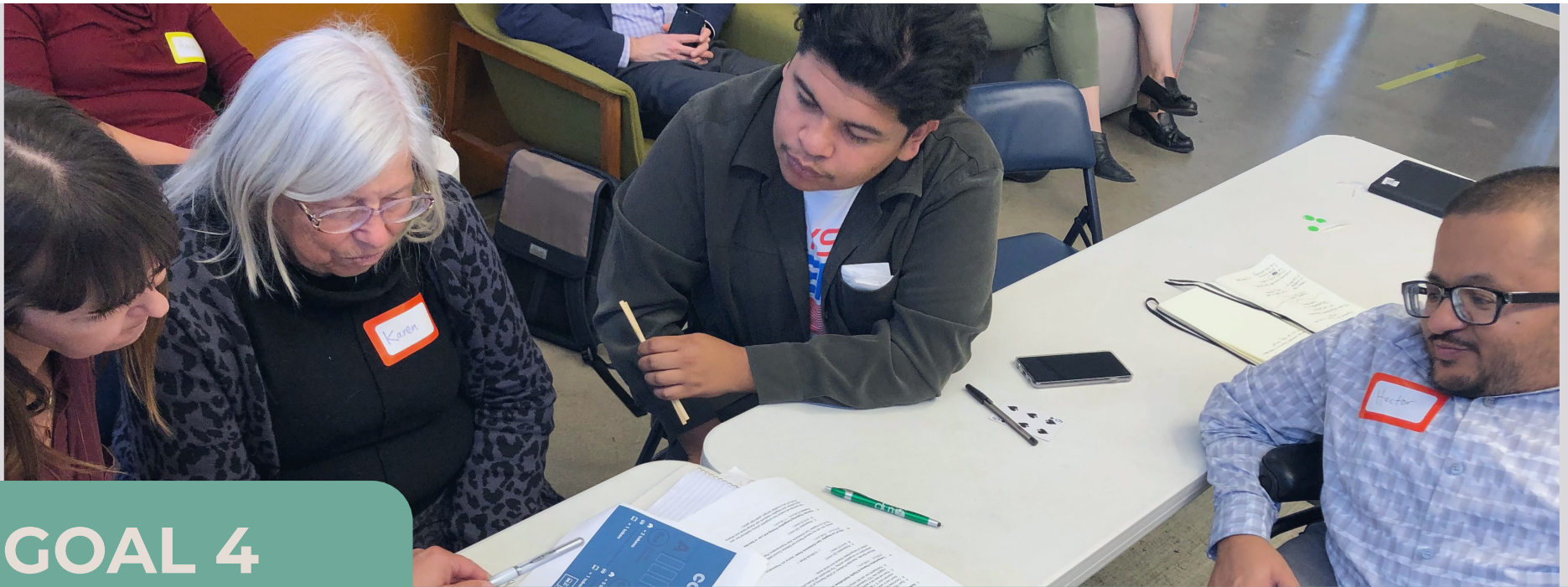
CHAMPION MOMS AND MOBILITY

Bring the perspective of women and mothers to the forefront of transportation decision-making. Historically, transportation design and decision-making have been dominated by privileged, white-centered, male perspectives. This privilege has expressed itself in all aspects of transportation planning and engineering: the travel modes that receive priority, how we define public safety, whose time is considered most valuable, and more. In turn, the voices of women, and more specifically mothers, have been largely unheard.

KEY ACTIVITIES

This year we are working together with the East Side Riders Bike Club, Los Angeles Walks and South Central LAMP in a funded partnership to combine new data and new voices from women to impact policy and investments for the City's transportation network.





GOAL 4

GROW BUDGET ADVOCACY

Our power lies in highlighting transportation policy and budget decisions in the City of Los Angeles and at Metro, and connecting with grassroots organizing efforts. We want to collaborate with the growing interest in public budget advocacy. There is an opportunity to support existing coalitions and movements within transportation. Mobility is a priority among the 25,000 people surveyed in the People's Budget Los Angeles in May 2020, which is a grassroots-led initiative to reimagine public safety.

KEY ACTIVITIES

Through our Moms and Mobility and Better Buses for LA initiatives we are working on creating budget analysis and tools for our partners. We will be holding budget advocacy workshops and collaborative meetings to develop a transportation advocacy platform. This will be used in organizing and will position resources and partners to engage in 2021 budget cuts and subsequent recovery efforts.



ORGANIZATIONAL OPERATIONS

Investing in Place has been working under a model of one full time staff, grant funded community partners, and a team of consultants and a part-time UCLA graduate student. We are currently pursuing larger grants and donations that provide stable financial growth to bring on full time staff, but due to financial constraints from both funders and COVID-19, we operate as a lean organization with a network of partners. Investing in Place has a nine-person advisory board, with leaders from various disciplines and areas of the Los Angeles region that ensures Investing in Place's direction continues to be strategic, implementable and sustainable.

OUR EQUITY FRAME

Our work has historically focused on issues of “distributional equity,” advocating for prioritizing resources and benefits to those communities with the highest need. While we continue to work towards distributional equity in transportation investments in Los Angeles, we are dedicating more resources to emphasize the need for “procedural equity,” which supports inclusive, accessible and authentic engagement with decision making. Our goal is to create meaningful engagement and help build power within communities so that they can shape programs and policies. These equitable outcomes are achieved through:

- Partnership in the planning, investment, and implementation processes that results in: shared decision-making; more equitable health and quality of life outcomes for high- priority areas while strengthening the entire city and serving existing residents; and equitable policies to achieve development without displacement.
- Shared distribution of the benefits and burdens of transportation investments, especially for communities historically impacted by racial injustice, disinvestment, pollution, and unsafe streets.





FUNDRAISING IMPACT AND HISTORY

Started in 2015, Investing in Place, has cultivated a range of public, foundation, and individual funding to support our work on transportation policy and the public investment landscape of We have received grants from the following Foundations:

- American Heart Association
- David Bohnett Foundation
- California Community Foundation
- California Endowment
- Energy Foundation
- First 5 LA
- Goldhirsh Foundation
- Kaiser Permanente Foundation
- Roy + Patricia Disney Family Foundation
- Transit Center
- Weingart Foundation
- 11th Hour Project/Schmidt Family Foundation

This has helped support our sustainability and success, notably the following highlights:

- **(2016)** Measure M was approved by Los Angeles County voters and is the first Metro ballot measure that sets aside funding for sidewalks, crosswalks, improved access to transit, safe routes to school and more. Investing in Place was a pivotal leader in ensuring the ballot measure dedicated 6-8% of its \$122 billion expenditure plan to active transportation.
- **(2018 to present)** Investing in Place has influenced allocations in the City of Los Angeles's \$1.4 billion sidewalk repair program, \$72 million street furniture program, and the City's first-ever comprehensive Complete Streets projects, which to date totals over \$80 million in safety and mobility improvements.
- **(2019)** Investing in Place has been a leading voice in advocating for Los Angeles County Metro to adopt an agency-wide definition of equity. When they did in 2019, it was based on the recommendations of the **Investing in Place Transportation Equity Work Group and the policy paper published by the work group in 2016**. Metro's definition identifies two demographic factors that have historically been determinants of disinvestment and disenfranchisement: (1) race/ethnicity and (2) household income. And Metro added a third factor to the mix: households with low vehicle ownership. Using these three factors to create a map of high need neighborhoods and communities in Los Angeles County, Metro can now apply this definition to evaluate planning efforts and resource allocations.
- **(2020)** In the summer of 2020, Investing in Place was a leading advocacy voice producing research and analysis on the impacts of budget shortfalls due to COVID-19, and the Metro Board's positioning to lock in 20% bus service cuts through June 2021. With coalition partners at ACT-LA and other leaders, Investing in Place has supported mobilizing attention and amplifying voices about the impacts of these bus service cuts.

PARTNERS

We belong to a trusted network of organizations and community-based partners. We work together in various aspects of our work from strategic planning, campaign collaborations, coalition meetings, funded partnerships, advocacy actions and more. This diverse network informs our policy advocacy strategies. Our partners include, but are not limited to:



- Active San Gabriel Valley (Active SGV)
- Advancement Project
- Alliance for Community Transit - LA (ACT-LA)
- CALIF
- Central City Association
- CicLAvia
- Climate Plan
- Climate Resolve
- Community Power Collective
- Compiler LA
- East Side Riders Bike Club
- Estolano Advisors
- Equitable Eagle Rock
- FASTLinkDTLA
- Fixing Angelenos Stuck in Traffic (FAST)
- Inclusive Action
- Institute for Transportation & Development Policy (IDTP)
- Jobs to Move America
- Korean Immigrants Workers Alliance (KIWA)
- Kounkuey Design Initiative (KDI)
- LA Forward
- Los Angeles County Bicycle Coalition
- Los Angeles Neighborhood Alliance Initiative
- Los Angeles Walks
- Move LA
- National Resource Defense Council (NRDC)
- Pacoima Beautiful
- People for Mobility Justice
- Prevention Institute
- SAJE (Strategic Actions for a Just Economy)
- Slate-Z
- South Central LAMP
- Southern California Resource Services for Independent Living
- Streets for All
- Streetsblog Los Angeles
- Transit Center
- The Transit Coalition
- Women Organizing for Resources Knowledge & Services (WORKS)



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