

Remaking the Economy

January 16, 2020



image courtesy of artist Heather Goodwind

Steve Dubb, Nonprofit Quarterly

Roxana Tynan, Los Angeles Alliance for a New Economy (LAANE)

Isela Gracian, East LA Community Corporation (ELACC)

Ana Urzua, Santa Ana Building Healthy Communities and Cooperación Santa Ana

Prof. Manuel Pastor, USC Program for Environmental and Regional Equity (PERE)

#RebuildTheEconomy

Why have an *NPQ* Series on Remaking the Economy?

- Build awareness
- Identify examples, best practices, and challenges
- Question narratives
- Highlight changes in progress
- Emphasize connections

Los Angeles

Population (metro): 13 million

	LA	Orange
Latinx	48%	35%
White	26%	40%
Asian	15%	22%
Black	9%	2%
Native	2%	1%
Median income	\$64K	\$85K
(based on census data, rounded)		



Source: <https://images.app.goo.gl/dkLoJpobM2Rma6A7>

Other interesting LA economic info:

- 1) Manufacturing center (500k jobs)
- 2) Major ports (\$1B goods)
- 3) Estimated unionization rate: 16.5% (UCLA, 2014)

Examples of Economy Building in Los Angeles

1. Los Angeles Alliance for a New Economy (LAANE)
2. East LA Community Corporation (ELACC)
3. Santa Ana Building Healthy Communities



Key Panelist Questions

- What is your community?
- What challenge(s) are you seeking to address in your work?
- Where is there leverage to make changes?
- How is your work helping to change economic structures and systems to empower your communities?

Remaking the Economy: 2019-2020 webinar season

NPQ goes on the (virtual) road

New Mexico

10-17-2019

Indian Country

11-21-2019

Los Angeles

1-16-2020

Black Belt/
Miss. Delta

2-20-2020

Buffalo

3-19-2020

Fresno/
Central Valley

4-16-2020

Chicago

5-21-2020

And beyond!

ECONOMY
REMIX

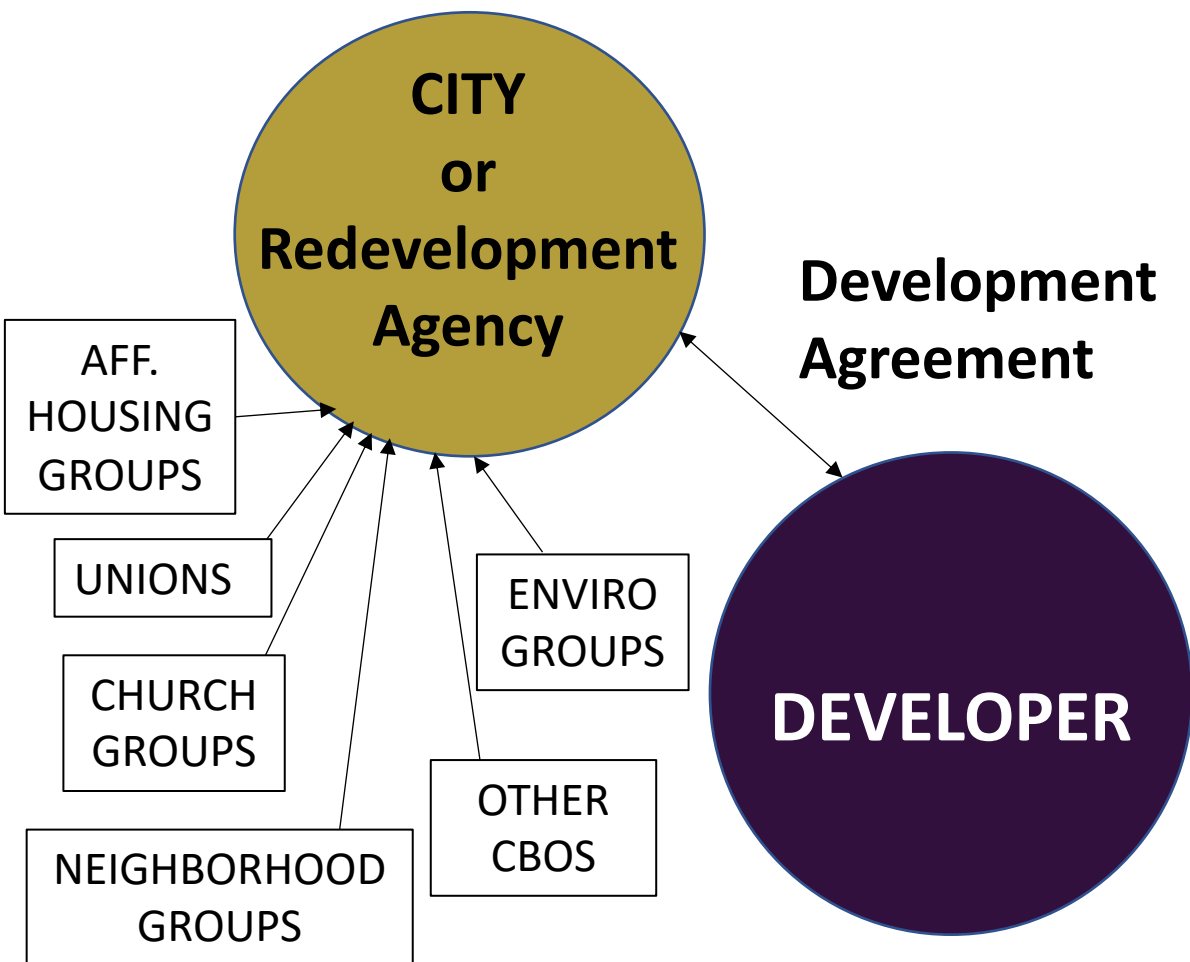


Los Angeles Labor Organizing

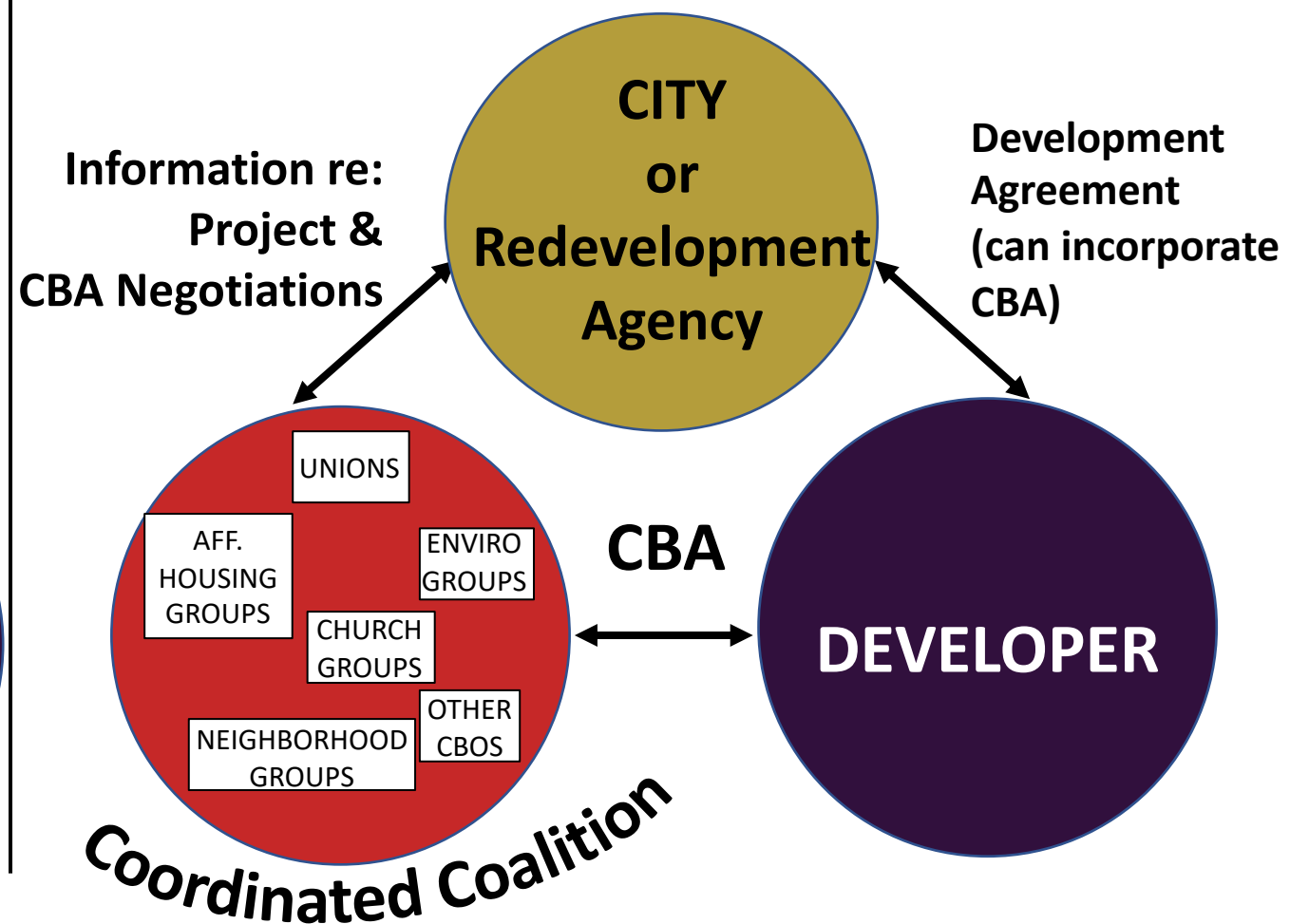


Community Benefits Agreements at a Glance

WITHOUT A COMMUNITY BENEFITS AGREEMENT (CBA)



WITH A COMMUNITY BENEFITS AGREEMENT (CBA)



LA Live and NoHo Commons



Metro Rail Construction Careers Campaign



LAANE: Creating Systems-Level Change



Humble Beginnings

- Founded in Boyle Heights in 1995 by four Latino activists to create **equitable housing**
- Started block-by-block and shifted to larger-scale, issue-based organizing over time

Community Real
Estate
Development &
Community
Organizing



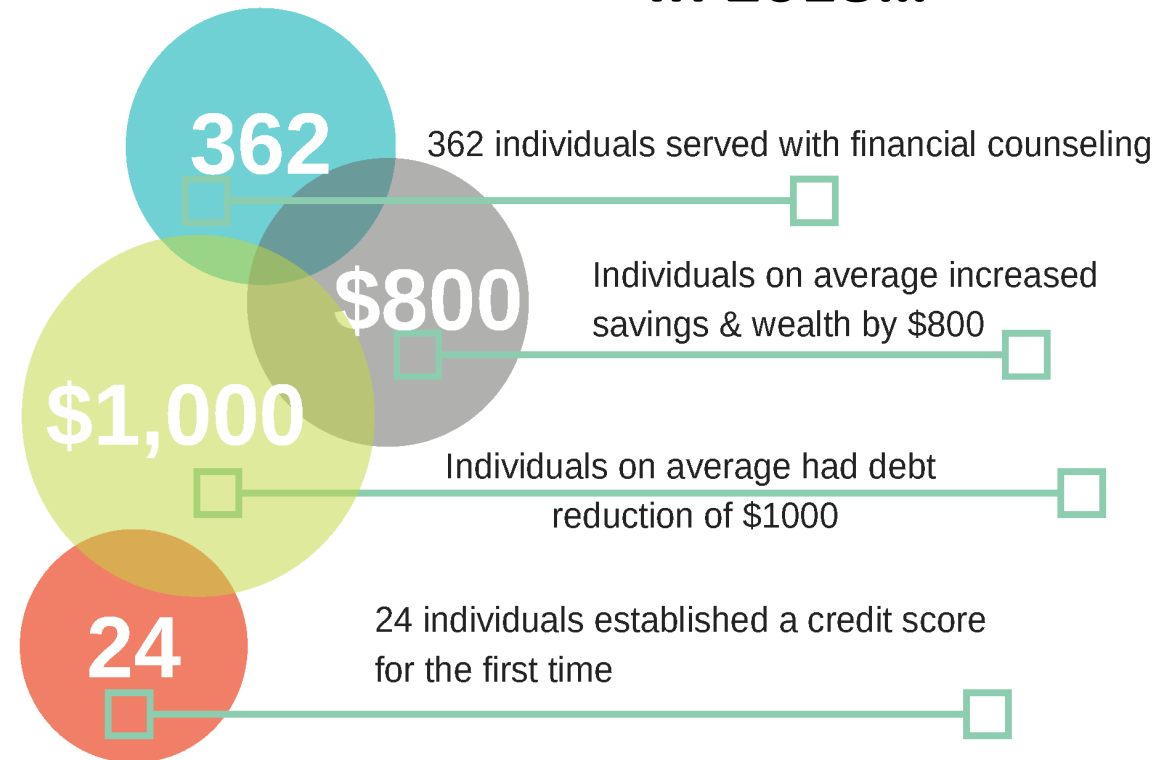
Community
Wealth &
Cultural
Vitality



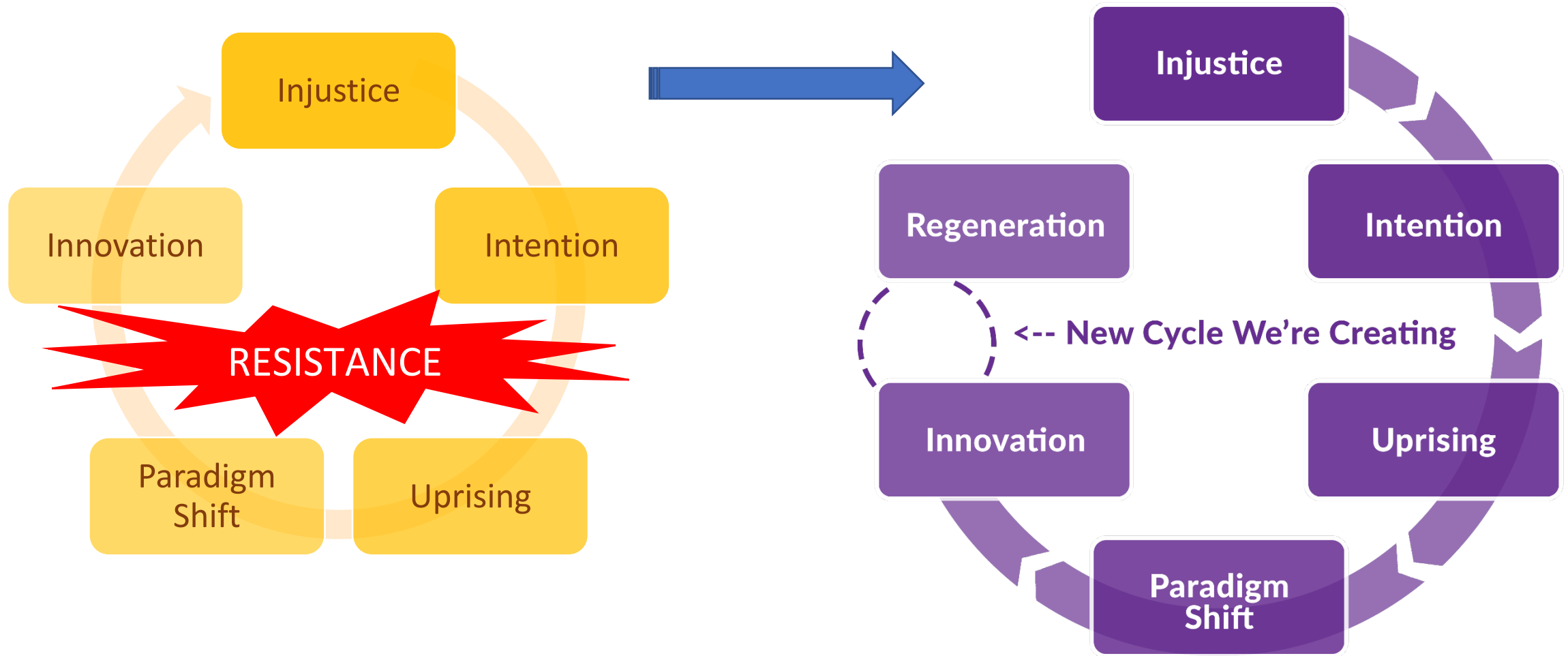
Powerful Results

- 6,300 people served annually
- 3,500 street vendors fought for the legalization of street vending—and won!
- Leveraged over \$230 million in real estate development and programs
- Integrated Cultural Vitality

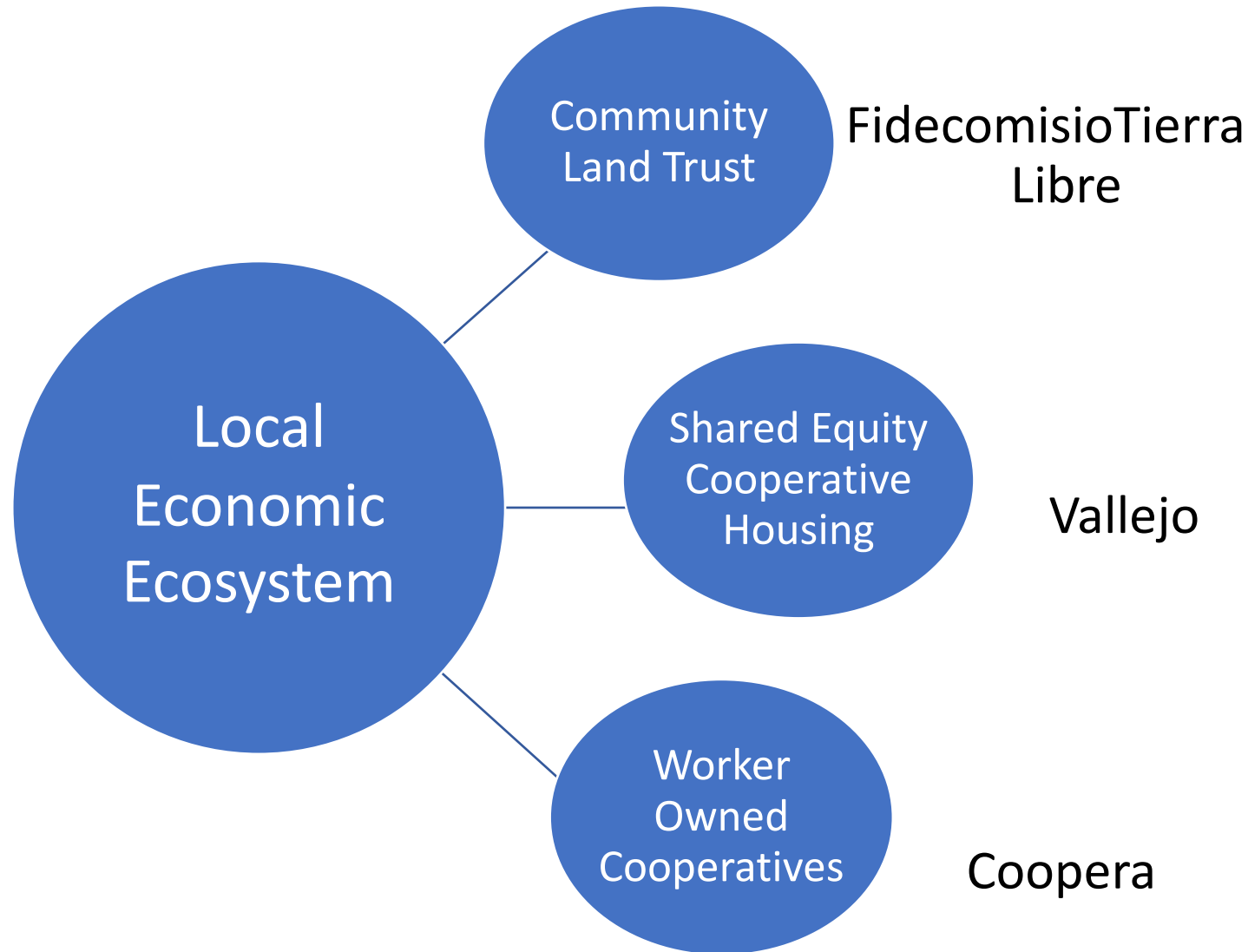
In 2018...



ELACC's framework evolution: From Cycle of Resistance to Regeneration



Regeneration: Collective Ownership & Stewardship of Land, Home, & Work



Fideicomiso de Tierras
Comunitarias
Unirnos como equipo
Levantar nuestra voz
Nada va pasar
Si no hay acción
Vamos a constituirnos
Para gobernar
Vamos a organizar
Porque es mi responsabilidad
Al pueblo
Al pueblo
Al pueblo
Al pueblo



EAST LA COMMUNITY CORPORATION
BUILDING A MORE EQUITABLE EASTSIDE

Stay Connected!



[@elaccorg](https://www.instagram.com/elaccorg)

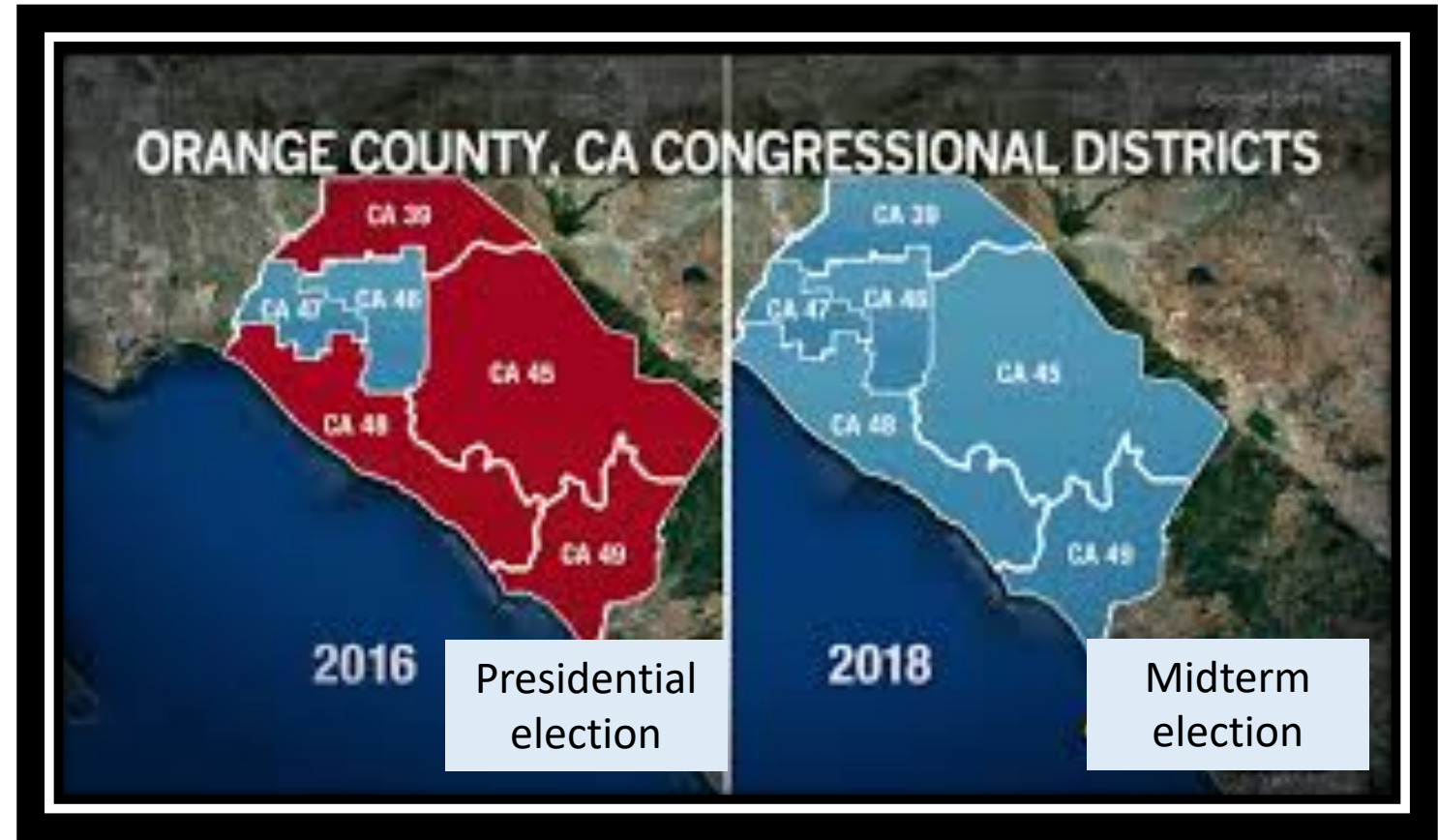


Image courtesy of MSNBC & Legal Insurrection

“Behind the Orange Curtain”

ZIP CODE
90002
LIFE EXPECTANCY

73

ZIP CODE
92661
LIFE EXPECTANCY

88

Your ZIP Code shouldn't
predict how long you'll live.

health
happens
here

The
California
Endowment

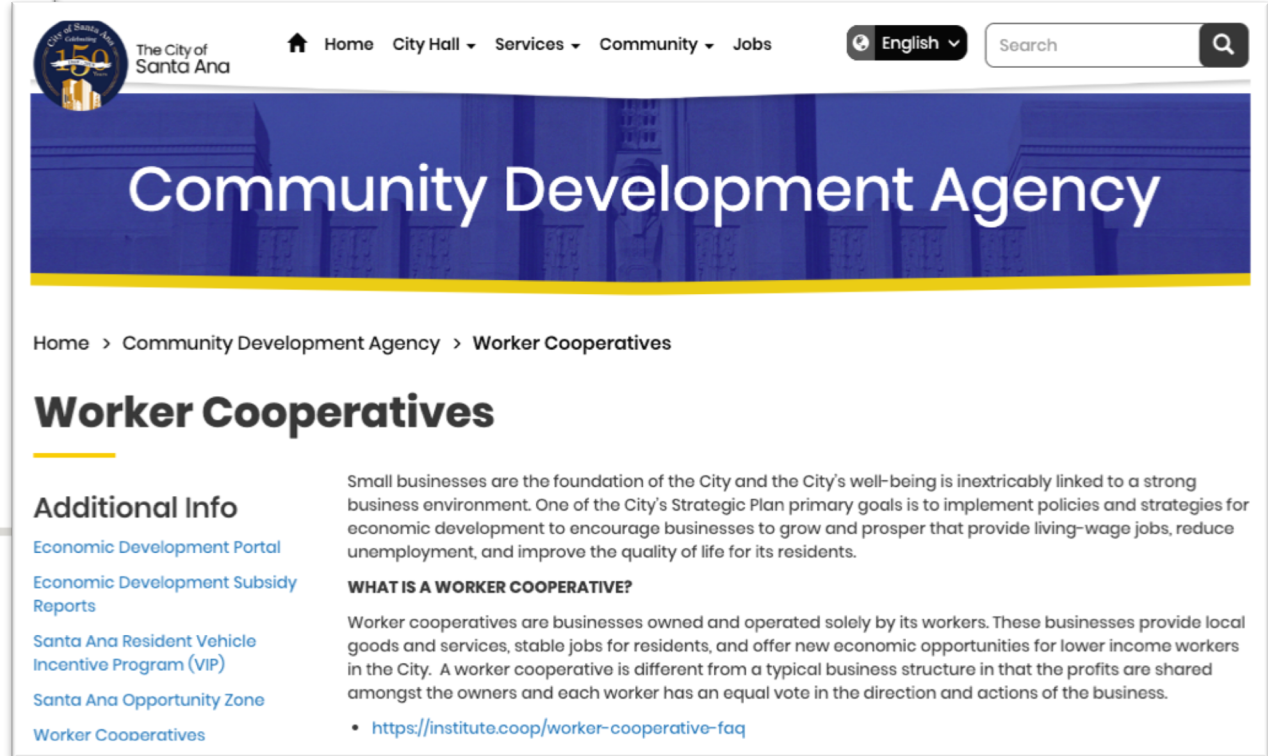




Santa Ana is first Orange County city to formally support worker cooperatives

By **JESSICA KWONG** | kwonglede@gmail.com | Contributing writer
August 1, 2017 at 11:11 pm

Santa Ana has become the first city in Orange County to adopt a resolution supporting worker cooperatives – businesses owned and operated solely by their workers, who also share profits.



The screenshot shows the official website of the City of Santa Ana. At the top, there is a navigation bar with links for Home, City Hall, Services, Community, and Jobs. A search bar and a language selector (English) are also present. The main header features the City of Santa Ana logo and the text 'The City of Santa Ana'. Below this, a large blue banner with a yellow border contains the text 'Community Development Agency'. The breadcrumb trail reads 'Home > Community Development Agency > Worker Cooperatives'. The main heading is 'Worker Cooperatives'. Underneath, there is a section titled 'Additional Info' with links to the Economic Development Portal, Economic Development Subsidy Reports, Santa Ana Resident Vehicle Incentive Program (VIP), Santa Ana Opportunity Zone, and Worker Cooperatives. To the right, a paragraph explains that small businesses are the foundation of the city and that the city's strategic plan aims to support economic development. Below this, a section titled 'WHAT IS A WORKER COOPERATIVE?' defines worker cooperatives as businesses owned and operated by their workers. A link to a resource from the Institute of Cooperative Studies is provided.

Home > Community Development Agency > Worker Cooperatives

Worker Cooperatives

Additional Info

- [Economic Development Portal](#)
- [Economic Development Subsidy Reports](#)
- [Santa Ana Resident Vehicle Incentive Program \(VIP\)](#)
- [Santa Ana Opportunity Zone](#)
- [Worker Cooperatives](#)

Small businesses are the foundation of the City and the City's well-being is inextricably linked to a strong business environment. One of the City's Strategic Plan primary goals is to implement policies and strategies for economic development to encourage businesses to grow and prosper that provide living-wage jobs, reduce unemployment, and improve the quality of life for its residents.

WHAT IS A WORKER COOPERATIVE?

Worker cooperatives are businesses owned and operated solely by its workers. These businesses provide local goods and services, stable jobs for residents, and offer new economic opportunities for lower income workers in the City. A worker cooperative is different from a typical business structure in that the profits are shared amongst the owners and each worker has an equal vote in the direction and actions of the business.

- <https://institute.coop/worker-cooperative-faq>

OC WEEKLY[®]

ORANGE COUNTY'S LEADING SOURCE OF NEWS, CULTURE AND ENTERTAINMENT

LAWSUIT: SANTA ANA SELLING OFF LAND PRIORITIZED FOR AFFORDABLE HOUSING

GABRIEL SAN ROMÁN | MAY 21, 2019



Thank you for joining us!

Nonprofit Quarterly relies on your generous support. If you enjoyed this webinar, please consider donating today!

[*https://nonprofitquarterly.networkforgood.com/*](https://nonprofitquarterly.networkforgood.com/)

Tell us what you thought! Use our special hashtag, **#RebuildTheEconomy**

