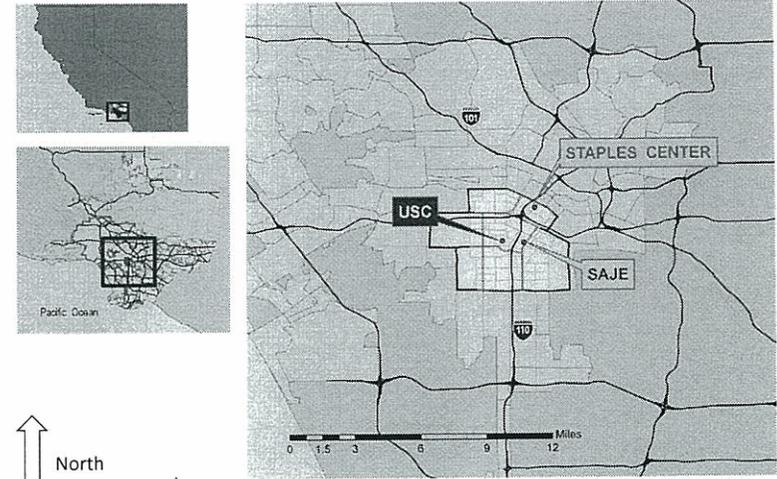


# People's Planning: CBPR for Community Organizing and Empowerment in South Los Angeles

Ava Bromberg  
UCLA School of Public Affairs  
Urban Planning Department

## Context: GEOGRAPHY

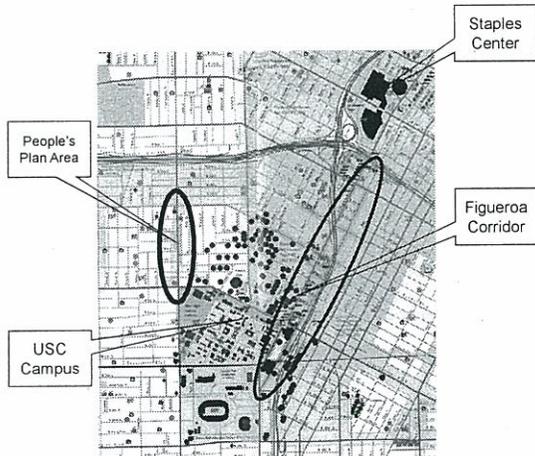


## Context: GEOGRAPHY and HISTORY

History of active community work (organizations and residents) to get local benefits from development:

- local jobs
- living wages
- affordable housing
- parks and playgrounds

Figueroa Corridor Coalition for Economic Justice (FCCEJ) negotiated the first Community Benefits Agreement (CBA) with Staples Center development in 1998



## Context: DEVELOPMENT & PLANNING

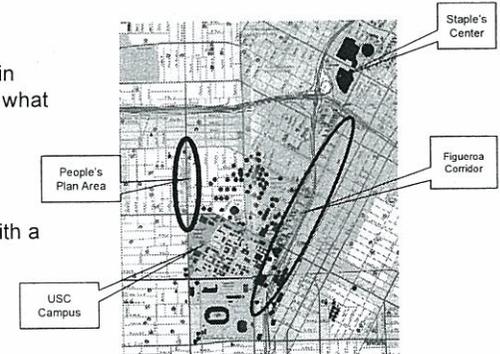
CITY OF LOS ANGELES is updating land use patterns in Community Plans – rules for what can be built

USC (University of Southern California) is EXPANDING with a Specific Plan

NEITHER PROCESS includes meaningful or sustained community participation

BOTH can threaten low-income residents, vulnerable to rent increases

HISTORY of neglect and harmful land use policy in this neighborhood



# Context: COMMUNITY ACTION

In the urban planning process in the USA (simplified):

-**INTEREST GROUPS BUILD POWER** and try to get their desires met.

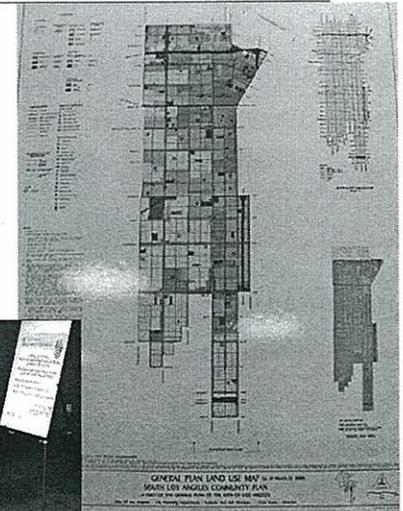
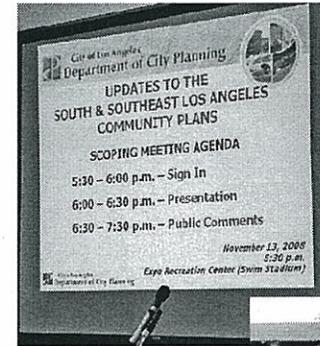
- Developers and banks → try to get more money
- Homeowners → try to preserve neighborhood character (often resist change / NIMBYism)
- Renters and low-income people are vulnerable. Community organizations often organize to protect their interests.



**COMMUNITY "PARTICIPATION" happens as 2 minutes of feedback in official City meetings!!!**



# **PUBLIC TESTIMONY IS the official method of community participation but is NOT MEANINGFUL PARTICIPATION**



# Community Research and Action: FCCEJ, SAJE, and UNIDAD

The problems with the process and the land market led the community residents and organizations to **MAKE THEIR OWN PLANS**



# Community Research and Action: PEOPLE'S PLAN

CBPR Goal:

To develop an "official" plan from the community perspective.  
Leave the community better off

Tools:

- Mobile people's planning lab
- Researchers (university students and professor)
- Other allies (planning professionals)

**City**  
**Data sources:**  
 DATABASES and CENSUS

**Process:**  
 draft proposal →  
 comment period  
 final proposal

vs.

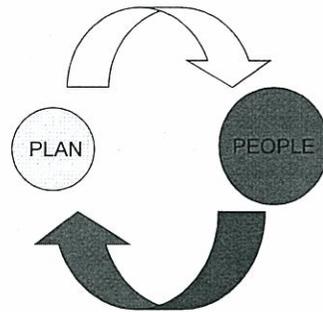
**CBPR People's Plan**  
**Data sources:**  
 NEIGHBORS, DATABASES and CENSUS

**Process:**  
 discussion →  
 synthesis →  
 discussion →  
 draft proposal →  
 discussion →  
 final proposal  
 discussion

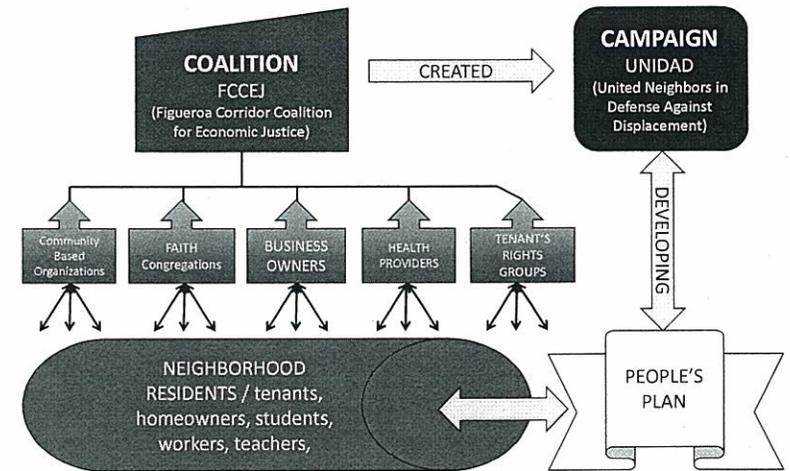
## CITY PROCESS



## CBPR PROCESS



## ORGANIZING STRUCTURE



## EVOLUTION / TIMELINE

- People's Planning School (Fall 2007)
  - Popular education about the language and contents of planning
  - 4 day-long sessions
  - Set foundation for meaningful participation
- Community Walks (Spring 2008)
  - Residents begin to express vision for development
- Public Testimony at Hearings (October 2008 – ongoing)
  - City process for USC expansion and Community Plan update
- People's Planning Lab / People's Plan
  - Parallel planning process by residents (not City or USC)
  - July - October 2008 – built lab
  - July 2009 – receiving funding to activate lab for planning
  - August 2009 – June 2010 will develop a plan we can submit to the city

### People's Planning School

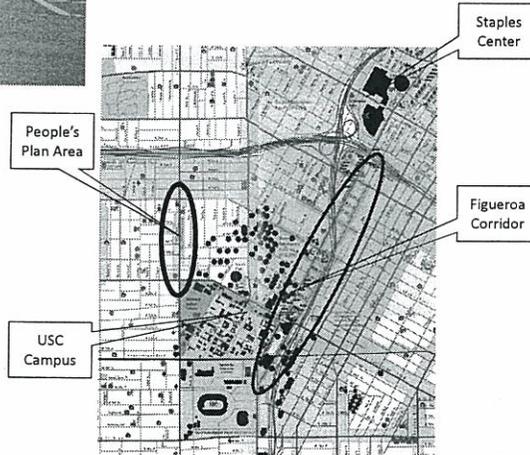
Fall 2007: Popular education about the language and contents of planning – 4 day-long sessions  
Set foundation for meaningful participation





## Community Walks

(Spring 2008)  
Residents begin to express their vision for development



## EVENTS!



### Public Testimony at Hearings (October 2008 – ongoing)

City process for USC expansion and Community Plan update



### GOALS DEVELOPED THROUGH WALKS, EVENTS, MEETINGS, and PLANNING SCHOOL

- Holding the City, developers, and property-owners accountable to the existing community;
- Ensuring a fully transparent urban-planning process with meaningful involvement of community residents, grassroots organizations, and workers;
- Preserving existing low-cost housing;
- Creating abundant new affordable housing for local families, students, and workers;
- Creating good jobs for local residents;
- Supporting local small businesses.

*PUBLIC TESTIMONY IS PART, BUT ENOUGH TO ACHIEVE THESE GOALS*

**25 YEARS**

**PROUD  
NEIGHBOR  
IN THIS  
COMMUNITY**

United Neighbors In Defense Against Displacement  
**UNIDAD • UNITY**

## Community Research and Action: PEOPLE'S PLAN

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## People's Planning Lab



## People's Planning Lab



# OUTSIDE SOUTH LA CITY PLANNING MEETING

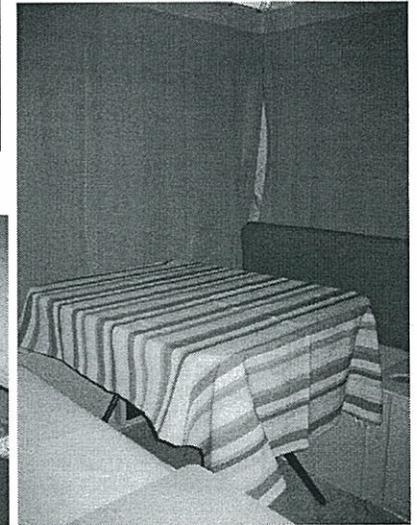
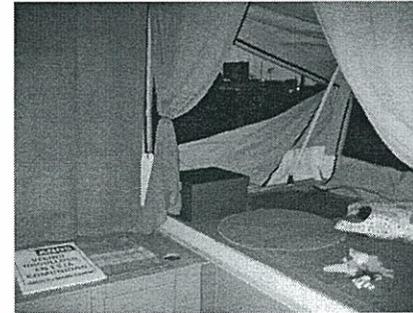
November 13, 2008



## People's Planning Lab Interior

Below: Kids Play Space and display surface.

Right: Table for video interviews and small meetings.



## CBPR Structure: Next Steps

### Data collection:

"Speed data"

Community meetings w/ small group surveys, asset mapping

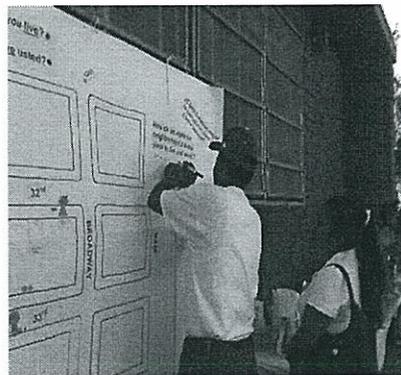
Activate trailer to capture ideas + visions for neighborhood change.

Record video testimonials / stories

### Challenges:

Turning good community data into policy recommendations / official plan that can be adopted

Make sure there's a relationship between vision / ideas and output throughout the process



### CBPR People's Plan

#### Data sources:

NEIGHBORS, DATABASES and CENSUS

#### Process:

discussion →  
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### CBPR PROCESS

