

# CALIFORNIA EMERGING TECHNOLOGY FUND

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## ORGANIZATION PROFILE: LOS ANGELES URBAN LEAGUE

JUNE 30, 2007

### – ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	<b>LOS ANGELES URBAN LEAGUE</b>
Name(s) of Principal(s) and Complete Titles	Blair Taylor – President & CEO Trevor Ware – Senior Vice President & COO
Contact Information (complete)	<b>3450 Mt. Vernon Drive, Los Angeles CA 90008</b> <b>323-299-9660</b>
Name of Program or Project (if different from organization)	<b>Neighborhoods@Work Community Technology Plan</b>
Geographic Location or Focus of Program or Project	Crenshaw District of South Los Angeles; a disadvantaged urban community.
Demographic Overview of Focus Community or Population	64% African American; 35% Hispanic The community is generally recognized as underserved and underdeveloped in comparison to neighboring communities. South Los Angeles experiences high crime rates and low employment. Over 60% of Crenshaw High school students have spent time in foster care.
Description of Program or Project named above	LAUL has embarked upon a place-based program to revitalize a 70 square block area around Crenshaw High School by simultaneously improving the areas of Safety, Health, Housing, Employment and Education. In the significantly underserved area of the program the basic goal is to bring the community to average levels of employment, safety, health and housing. However, the basic goal of the education initiative of Neighborhoods@Work is to bring the target community achieve graduation rates, from both high school and college, in line with the best schools in Los Angeles. Detailed goals will be provided as part of LAUL's full proposal.
o Goals	
o Objectives	LAUL's place based strategy is to develop a replicable model for systemic neighborhood revitalization. The objective is to refine the plan during implementation, documenting the entire process as we go. The objective is not only to revitalize the 70 square blocks around Crenshaw High school, but to offer the model to other agencies to revitalize other areas of Los Angeles, perfecting the process along the way until Los Angeles as a whole experiences lower crime, improved health, improved workforce preparedness, better educational completion rates, and improved rates of home ownership and retention.
o Strategies	Building upon the success of the Harlem Children's Zone and based upon the methodology of Bridgespan Consulting Group LAUL has developed a replicable model for systemic neighborhood revitalization which calls for simultaneous improvements in 5 areas; health, housing, employment, education and safety.
o Actions	LAUL will engage the community – residents, businesses, civic organizations, etc. – in the implementation of Neighborhoods@Work. LAUL has established and is staffing its Neighborhood Initiatives Office which will be

**CALIFORNIA EMERGING TECHNOLOGY FUND**

	<p>accountable for implementing community improvements. Specific actions have been identified for each of the 5 improvement areas. For instance, LAUL has engaged gang interventionists to work with area youth to recondition their thinking about their community, find gainful employment for youth and engage them in the government of their community. In combination with the suppression efforts of the LAPD we've seen a 24% decrease in violent crime in 6 months. Under the education initiative of Neighborhoods@Work, LAUL, through substantial research, has noted that the community's 51% high school dropout rate has its origins in middle school. LAUL, with funding from Toyota, has initiated a summer Algebra Institute program targeting rising 9<sup>th</sup> graders. The program is meant to ease the transition from middle school to high school, identify potential dropouts, and build basic skills required to complete college. In conjunction with other efforts, these actions are expected to significantly decrease the local high school dropout rate.</p>
o Outcomes	<p>LAUL has identified specific, measurable goals in each of the 5 areas of community revitalization. They include reducing the violent crime rate to levels average to Los Angeles; decreasing levels of heart disease to levels commensurate with Los Angeles as a whole; reducing the rate of predatory lending and building wealth among community residents; decreasing the unemployment rate in the target area to the average rate of Los Angeles County. These outcomes will be more completely detailed in the full proposal.</p>
o Brief History (when was the organization founded or when was the program launched?)	<p>The Los Angeles Urban League (LAUL) is one of over 100 autonomous affiliates of the National Urban League. For 85 years LAUL has provided civil rights and social service leadership in greater Los Angeles including Head Start, youth and adult literacy, youth and adult job training and employment, multicultural education programs and more, primarily in low-income and underserved communities.</p> <p>In April 2007 LAUL officially launched its replicable model for neighborhood revitalization called Neighborhoods@Work. (The program was "soft launched" in October 2006). Neighborhoods@Work is a 5 year, \$25M program focused on revitalizing a unique community of Los Angeles.</p> <p>The Community Technology Plan is LAUL's plan to use technology to revitalize the community. It is a 5 year, \$1.97M plan which uses technology to improve the lives of neighborhood residents in the areas of health, housing, education, employment and safety.</p>
o Size and Magnitude of Program or Project	<p>There are 10,000 residents in the area targeted by Neighborhoods@Work. It is expected that all residents will be impacted by Neighborhoods@Work.</p>
▪ Number of People Served, Involved, Impacted	<p>LAUL expects to involve over 500 volunteers in various aspects of neighborhood revitalization before Neighborhoods@Work concludes.</p>
▪ Annual Budget, Percentage of Earned Income and Staff	<p>The budget for Neighborhoods@Work is \$25M to be expended over 5 years. The technology portion, The Community Technology Plan, is a 5 year, \$1.97M plan to improve the health, employment, education, housing and safety of community residents.</p>
▪ Funding Sources and Partners	<p>LAUL is in the midst of securing support for Neighborhoods@Work. Of the \$25M need, \$8M has been committed with another \$17M in the development pipeline. Support has been provided by companies including Toyota, Union Bank, Wal-Mart, Microsoft and Enterprise Car Rental. Community partners include: The City of Los Angeles Public Works Department, the Office of Councilman Bernard Parks, Los Angeles County Sheriff's Department, Los Angeles Police Department, Crenshaw High School, Los Angeles Unified School District, City</p>

5 Third Street, Suite 520 | San Francisco, CA 94103 | P 415.744.CETF (2383) F 415.744.2399

[www.cetfund.org](http://www.cetfund.org)

1000 Alameda Street | Los Angeles, CA 90012 | P 213.346.3222 F 213.808.1009

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	and County of Los Angeles WorkSource Centers, and many others.
<ul style="list-style-type: none"> <li>○ Results and Evidence of Success             <ul style="list-style-type: none"> <li>● Metrics for Evaluation Progress</li> </ul> </li> </ul>	<p>Neighborhoods@Work was soft-launched in the fall of 2006 with a partnership between LAPD, LAUL and the community. LAPD agreed to dedicate officers to the geography of Neighborhoods@Work and change its reporting districts to fit the geography. In support of LAUL, LAPD has allowed officers to practice true community policing – supporting the community in many ways. As a result, in the target area which has a violent crime rate 250% of Los Angeles County, violent crime has diminished 24% in the first 6 months. As LAUL begins addressing the areas of housing, health, employment, and education we expect similar results.</p> <p>LAUL has detailed metrics for each of the 5 areas of development and has secured the Rossier School of Education at the University of Southern California to maintain and validate community results.</p>
<ul style="list-style-type: none"> <li>● Change in Outcomes or Metrics Over Time</li> <li>● How long does it take to secure results for the program above?</li> </ul>	<p>While the full results are expected to be seen in 4-5 years LAUL expects initial results for each of the 5 subject areas to be evident within 6 month of launch.</p>

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