



EAST LA COMMUNITY CORPORATION

IMPACT REPORT 2019

PRESIDENT'S LETTER

As we near our 25th year as an organization, we at East LA Community Corporation (ELACC) have set an aggressive, but necessary goal to double the amount of people we serve by 2020 – and we're well on our way to getting there!

To date, we have produced and preserved over 800 affordable rental and ownership homes, with over 500 in our pipeline including hundreds of units for veterans experiencing homelessness. By the end of 2022, our housing will support over 1,300 vulnerable families, including 18 first-time homeowners living in permanently affordable housing through an innovative community land trust model.

Our ambitious, yet fundamental work to integrate vulnerable workers into the economy via the campaign to legalize street vending has resulted in a permit system for vendors in Los Angeles that will impact over 50,000 micro-entrepreneurs, and a statewide program that decriminalizes the livelihoods of over 100,000 California vendors.

In addition, our recent advocacy work for rent control in Unincorporated LA County has contributed to the protection of hundreds of thousands of tenants from skyrocketing rents.

As you read our Impact Report, we hope you get a feel for the multitude of intersecting journeys underway through ELACC. Sometimes they're shared as facts and figures – sometimes personal stories. To evaluate the success of our model, we track the number of affordable housing units we produce, preserve, and protect; community members we empower through our campaigns; families who build wealth in our programs; households better connected to public transit; elders we reintegrate into the community through multi-generational activities; and other metrics, both numeric and anecdotal.

Your generous donations and support are responsible for all of this, helping us change the trajectory of entire families and create a world where housing is a human right.

Here's to another year of impact!

ISELA GRACIAN
PRESIDENT



BEYOND BOYLE HEIGHTS

We know when our work has an impact, because we see it in the lives of the people we work with, but we also know our work goes beyond these individual cases. We want to spend some time in this report outlining our broader vision and what we are doing to get there.

Our approach to mitigating the housing affordability crisis transforms how homes and communities work for people. ELACC produces, preserves, and protects affordable housing using interventions that keep land affordable in perpetuity, helping families remain in their communities without working more and spending less in their local economy.

Our primary purpose is to bring equitable development to the communities we serve, but we also want to share our model beyond the Eastside of Los Angeles to mitigate displacement and prevent housing insecurity throughout the



Our Community Land Trust model also fosters grassroots leaders, like Fanny Ortiz (left) in Fideicomiso Comunitario Tierra Libre

region — and the world. We aim to shift the popular discourse on housing to include shared ownership and stewardship of land, home, and work.

ELACC believes a new system is necessary to combat housing insecurity. Community land trusts (CLTs) are both a comprehensive community development strategy and autonomous organizations that own and steward land to cultivate affordable homes, businesses, and agriculture spaces. Unlike affordable housing held on private land and subsidized by tax credits, affordability on CLTs never expire, so the impact is felt for generations.

This solution offers an alternative to purchasing or renting properties in the speculative market. By securing permanent affordability, we increase our toolbox beyond existing, and often limited, affordable housing programs.

Our first CLT, Fideicomiso Comunitario Tierra Libre, is working toward securing financing that will enable families earning 0% to 30% of the Area Median Income (AMI) to afford the homes and rental units we develop on the site. It's the first CLT to form in East Los Angeles!

Scaling our model to cover a larger geographic region and impact more families has the potential of slowing down the trajectory of the housing market in surrounding areas and keeping more low-income families in their homes long-term, regardless of their participation in a CLT. When we take land out of the speculative market, we are securing its affordability regardless of the changes in the market related to local investments and decreased affordability elsewhere.

2018-19 ACCOMPLISHMENTS

- 1. Secured affordable housing commitments on all Metro-owned lots in Boyle Heights** and won the bid from Metro for the lot at Mariachi Plaza, subsequently holding four community meetings to share our vision and solicit feedback on the 60-unit project.
- 2. Won the legalization of street vending in LA** through a permit process, as well as the decriminalization of vending statewide through the passage of SB 946.
- 3. Hosted 17 English and 9 Spanish first-time home buyer workshops in 2018-19** for 322 individuals, with 29 families purchasing their first home.
- 4. Broke ground on three different developments with housing for homeless veterans and low-income families:** Sun Valley Senior Veterans Apartments (96 units), El Nuevo Amanecer Apartments (61 units), and Rosa de Castilla Apartments (85 units).
- 5. Launched our first ELACC-wide, dues-paying membership program** to develop more leaders and build power in the community.
- 6. Mobilized the community to pass permanent tenant protections in Unincorporated LA County** as part of a coalition of tenants, legal advocates, and community organizations in Unincorporated Tenants United.

OUR IMPACT IN NUMBERS

6300

People served through our programs annually

2680

People served with financial counseling since 2011

753

Rental units built by ELACC to date

400

Residents engaged in community organizing per month

MEMBERSHIP PROGRAM

This year, we launched our first dues-paying membership program, because community is at the heart of everything we do. Becoming an ELACC member is simply a commitment to engage with our work and mission. Whether that's participating in programs and actions, becoming a leader in your community, or just donating monthly, there are many ways you can join our struggle.



GET ENGAGED WITH ELACC

ELACC.ORG/ALUMNI

ALUMNI PROGRAM

In winter 2020, we are initiating an ELACC Alumni Association and ELACC Fellowship where past ELACC interns can serve as volunteer leaders by committing to uplift our work and mission on a deeper level. Aside from having the opportunity to engage with ELACC, the Alumni Association will provide opportunities for professional development, networking, career growth, and mentorship as members exercise their leadership in the community and beyond.

TASTE OF BOYLE HEIGHTS

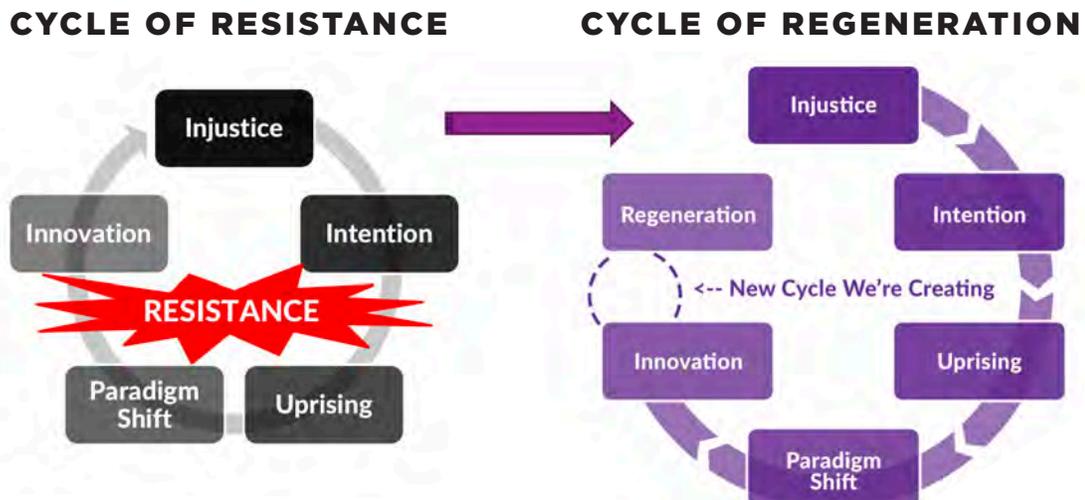
ELACC.ORG/TOBH2020

Experience the culture, power, and flavors of the Eastside at the 9th Annual Taste of Boyle Heights, celebrating our 25th Anniversary! Set for Thursday, June 4, 2020 at Mariachi Plaza, our annual fundraiser is the only event where you can access an unrivaled selection of local food and support the community – all in one venue! Join us and become a corporate sponsor. We cannot fulfill our mission without your support.



PATH TO REGENERATION

As organizers against gentrification and displacement, we constantly find ourselves trapped in a “cycle of resistance” (see below left) in which we face an injustice, make an intention to fight it, organize to challenge it, and then witness a paradigm shift that results in innovation. The problem is, another injustice is always around the corner, resulting in yet another cycle from injustice back to innovation.



At ELACC, we are shifting to another cycle – a “cycle of regeneration” (see above right) created from our most innovative practices. Cultural vitality is the catalyst, responding to and inspiring more community innovation that results in a sense of intergenerational belonging, participation, and empowerment.

OUR APPROACH

Power Building: We cultivate leadership and facilitate civic engagement to ensure responsible economic development that benefits current residents. We provide the megaphone for issues that others might find intimidating.

Community Capital: We’re strategizing across multiple neighborhoods to create housing and community spaces that retain our culture while improving the quality of life for those we serve.

Financial Services: We educate families and individuals on financial tools, their rights as consumers, and free resources that help them build and sustain their assets to transcend generations.

We empower community members with financial coaching and services

ELACC.ORG/FINANCIAL-SERVICES



OUR BUILDINGS

811 Blades Street - 3 units
811 Blades Street

Alta Vista Apartments - 60 units
5051 E. 3rd Street

Boyle Hotel-Cummings Block - 50 units
1781 E. 1st Street

Cielito Lindo Apartments - 50 units
2935 E. 1st Street

Cuatro Vientos Apartments - 24 units
5331 E. Huntington Drive North

Eastlake - 5 units
2516 Eastlake Avenue
3211 - 3213 ½ Altura Walk

Guy Gabaldon Apartments (aka Beswick Senior Housing) - 32 units
3553 Beswick Street

Kern Villa Apartments - 48 units
200 N. Kern Avenue

Las Flores Apartments - 24 units
1074 S. Rowan Avenue

Las Margaritas Apartments - 41 units
137 N. Soto Street

Las Mariposas Apartments - 16 units
438 S. Evergreen Avenue
621 N. Cummings Street
2537 E. 3rd Street
319 N. Fickett Street

Linda Vista Senior Apartments - 22 units
630 S. St. Louis Street

Linda Vista Seniors II - 96 units
610 S. St. Louis Street

Lorena Terrace Apartments - 47 units
611 S. Lorena Street

Los Girasoles Apartments - 11 units
952 S. Record Avenue

Paseo del Sol - 7 units
417-419 N. Soto Street

Percy/Indiana - 7 units
732 S. Indiana Street

Playground Apartments - 5 units
1462 Playground Street

Sol y Luna Apartments - 51 units
2917 E. 1st Street

Vista Dunes Apartments - 79 units
44950 Vista Dunes Ln, La Quinta, CA

Whittier Place Apartments - 24 units
4125 Whittier Blvd

COMING SOON

Cielito Lindo Apartments II - 29 units
2423-2431 E. 1st Street

El Nuevo Amanecer Apartments - 61 units
111 N Rowan Avenue

Rosa de Castilla Apartments - 85 units
4208 E. Huntington Drive South

Sun Valley Senior Veterans Apartments - 96 units
9041 N. Laurel Canyon Boulevard



WHAT YOU SHOULD KNOW ABOUT US

WHAT IS ELACC'S UNIQUE STRATEGY TO HOUSING AND COMMUNITY TRANSFORMATION?

Our community transformation model includes deep community engagement, cultural vitality, wealth-building services and innovative approaches to land use. One such approach is creating permanently affordable housing on community owned land, changing the trajectory of generations.

HOW DOES ELACC UTILIZE CO-OPS?

At the heart of ELACC is the mission to advocate for and develop economic opportunities with dignity and autonomy, including the stewardship of local community businesses, such as the fresh food cooperative COO-PERA – now one year old!

HOW DOES ELACC CREATE INVESTORS IN THE COMMUNITY?

Through financial education and counseling, we are retaining community members who want to stay connected to their neighborhood by preparing them to take ownership of their community and create economic stability and wealth that can be passed on to future generations.

MISSION

To advocate for economic and social justice in Boyle Heights and East Los Angeles by building grassroots leadership, developing affordable housing and neighborhood assets, and providing access to economic development opportunities for low and moderate income families.

VISION

We envision a community where everyone lives with opportunity, dignity, and autonomy.

VALUES

Heart - Community
Innovation - Accountability
Inclusivity - Resilience
Justice

WE CAN'T DO IT WITHOUT YOU!
elacc.org/donate



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