



Fact Sheet 2009

“Healthy, livable communities for all”

“The City Project [is] working to broaden access to parks and open space for inner-city residents and . . . to fight childhood obesity by guaranteeing that . . . students get enough physical education.” New York Times

Robert García was honored as one of the 100 Most Influential U.S. Hispanics for 2008, “men and women are changing the nation,” by Hispanic Business Magazine

The Vision of the City Project is to build a new sense of community, one that promotes environmental quality, economic vitality, democratic participation and a higher quality of life for all, including underserved people.

We are building a “new green urban movement” focused on meeting the needs of people who traditionally have been bypassed, including the poor, Latinos, and other diverse populations.

Our urban vision will use land use planning, land conservation, policy and legal work, partnerships, and grassroots community organizing to:

- Increase park space, school fields and access to natural public places for urban communities,
- Build healthy communities by focusing on active recreation and healthy eating in the inner city,
- Help students move more, eat well, stay healthy, and do their best in school and in life,
- Create public art and monuments that celebrate diversity, democracy, and freedom,
- Promote transit to trails and transportation justice for the working poor,
- Engage, educate, and empower people to create the kind of community where they want to live and raise children.

This vision promotes environmental quality, human health and economic vitality *for all*, and reflects the diverse cultural urban landscape.

The Need for The City Project’s Work

If you are poor, and especially if you are a child of color, you face a significantly greater struggle to access parks and schoolyards in the Los Angeles region. Children of color and their families disproportionately live in communities of concentrated poverty without places for physical activity, with few cars or an adequate transit system to reach parks and schools. They lack access to healthy food, and disproportionately suffer from obesity and diabetes.

With the election of President Barack Obama and the worst economic crisis since the Great Depression, this is a critical moment in history for coming together to build a better community for all. There are many opportunities to make our city, our region, our country a better place.

Priorities for 2009 and Beyond ~ Our Projects

The City Project has identified critical needs in the most underserved communities. Much remains to be done to achieve our vision for a “green urban movement.” Our priorities include:

- Economic stimulus and public work projects at the national, state, and local levels to get the nation working by building healthy, livable communities for all,
- Places and policies for physical activity and healthy eating in parks and schools, working with UTLA and others to enforce physical education laws and joint use policies throughout California
- Working with Native American Acjachemen people to protect the sacred site of Panhe and San Onofre State Beach,
- Greening the Los Angeles and San Gabriel Rivers and creating a great new urban park at Griffith Park on the East Bank of the L.A. River, working with allies like the Alianza de los Pueblos del Rio,
- Ensuring equal access to parks and recreation by implementing the “Blueprint for Change” by the Los Angeles City Controller,

- At Baldwin Hills: Work with Concerned Citizens of South Central Los Angeles, Community Health Councils, the community, and agencies to put people, health, homes and the environment first, before oil company profits,
- Improving parks and recreation throughout California by ensuring that billions in infrastructure bonds for parks and schools are invested in park poor and economically poor communities, expanding our mapping and analysis of green access and equity throughout the state, and ensuring the Los Angeles State Historic Park serves the needs of the people as defined by the people,
- Keeping public land open for all, including beaches and campgrounds in Malibu and the Santa Monica Mountains,
- Promoting Transit to Trails with Mountains Recreation and Conservation Authority, National Parks Service, Anahuak Youth Association, CORBA, Old Timers' Foundation and others,
- Supporting public art along the L.A. River and the Heritage Parkscape with Judy Baca and SPARC, ensuring public monuments reflect the diversity of the region, state, and nation, and saving L.A.'s murals,
- Publishing Policy Reports on green access and equity for more healthy, livable communities for all.
- Extending the lessons of Los Angeles to other cities and regions around the nation.

Our Track Record

By engaging, educating and empowering communities, The City Project helped save the sacred Native American site of **Panhe and San Onofre State Beach**. We helped create the **Los Angeles State Historic Park (Cornfield)** and the **Río de Los Angeles State Park (Taylor Yard)** as part of the **Greening of the Los Angeles River**. We have helped save the community and Park in **Baldwin Hills**, the largest urban park to be designed in the U.S. in over a century. We helped create **Ascot Hills Park** in East L.A. We have influenced the investment of over \$20 billion for public school construction and modernization.

Our **research publications** have been timely and well-received. **Recognition and awards** have come from Hispanic Business Magazine, American Society of Landscape Architects, California Parks and Recreation Foundation, Los Angeles Regional Water Quality Board, City of Los Angeles, and Cultural Landscape Foundation. These awards recognize the vital role that The City Project is playing in underserved communities.

What Our Work Will Accomplish

The City Project's success can help our communities in many ways:

- Healthy children playing in parks and schoolyards;
- New urban parks, open schoolyards, and transit to trails;
- Stronger policies for physical activity and healthy eating in parks and schools;
- Youth development and leadership through physical activity and sports to improve academics and provide positive alternatives to gangs, violence, and crime;
- Improved health, and reduced obesity and diabetes;
- Equal access to public resources;
- Vital community empowerment programs that enable democratic participation in decision-making;
- Increased property values, local green jobs, an even playing field for small business enterprises, and affordable housing; and
- **A new urban environmental movement, that includes leadership by Latinos and people of color.**

Strategies for Success

The City Project will use many tools to accomplish our work. We will:

- Help community leaders realize a collective vision for healthy parks, schools, and communities;
- Carry out multidisciplinary research and analyses with academics and practitioners;
- Build strategic campaigns with traditional media and new social media;
- Promote sound policy and effective legal advocacy;
- Creatively engage opponents to find common ground, including access to justice through the courts.

Visit our website and blog at www.cityprojectca.org.

1055 Wilshire Blvd., Suite 1660, Los Angeles, CA 90017 • 213-977-1035 • info@cityprojectca.org