

Individual Endorsement

☐ 1. I support UNIDAD's community benefits proposal and an inclusive process for the Reef Development.

☐ 2. I support UNIDAD's proposal for community centered plans in South and Southeast Los Angeles.†

Signature: _____

Name: _____

Date: _____

Zip Code: _____

Address: _____

Email Address: _____

Phone number: _____

☐ Keep me updated over email.

☐ I want to volunteer.

Organization Endorsement

☐ **Supporter**
We'll mobilize people for UNIDAD workshops and actions.

☐ **Member**
We'll mobilize people, attend coalition meetings and participate in the decision making processes.

Organization: _____

† By endorsing these policy campaigns I agree to be identified as a supporter UNIDAD's campaigns materials.



We, the United Neighbors in Defense Against Displacement (UNIDAD), are a coalition of organizations, stakeholders, residents committed to development and policies in South Central LA that benefit ALL members of the community.

We want better neighborhoods, same neighbors.

Find us

unidad-la.org and facebook.com/unidad-la

Contact us

unidad-communications@unidad-la.net



UNIDAD
UNITED NEIGHBORS IN
DEFENSE AGAINST
DISPLACEMENT



The South Central LA community is being pushed out.

Rising rents—driven by luxury housing development, a lack of affordable housing, and an absence of strong city housing policies—are leaving families struggling to survive. Residents face painful decisions: endure substandard, overcrowded conditions, move further away from jobs, or face homelessness.

But even after facing decades of neglect, criminalization, and disregard, the people of South Central continue to **invest in one another**—starting businesses, building community spaces and organizations, and weaving together a vibrant culture of mutual aid and resistance.

We, the United Neighbors in Defense Against Displacement (UNIDAD), are committed to uplifting the work the people of South Central LA have put into building this community.

We're fighting for

1. Community Benefits and an Inclusive Process

The Reef Project—a 10 acre, \$750 million, luxury mega-development on Broadway/Washington—threatens to create pressure that will price out an estimated 43,000 people and countless small businesses. The project was planned and designed **WITHOUT** meaningful community engagement.

Over a three month process, 10 community-based organizations and over 100 local residents, students, small business owners, and other stakeholders crafted a **community benefits proposal** that encompasses nine areas: displacement prevention, affordable housing, good jobs, health, green space, safety, homelessness, small business, support, and youth development. These community benefits are expansive, but feasible and necessary given the massive scale and impacts of the Reef Development project.

See the full proposal at
unidad-la.org/resources

2. Community Centered Plans

The South and Southeast LA Community Plans will set forth goals and principles of development for our neighborhoods. They present an opportunity to ensure vibrant, safe, diverse, and healthy communities in which longtime residents and workers thrive alongside newer arrivals. We call on elected officials and city decision-makers to respond to the needs of local residents and craft policies that prioritize:

Equitable Economic Development

- Living wage jobs for local residents
- Preserve community-serving small businesses

Net Gain Affordable Housing Policies

- Prevent displacement of low-income residents
- New housing for very low and extremely low-income households
- Preserve rent-stabilized units and senior housing

Strong Environmental Health Standards

- More quality, affordable healthcare centers
- More healthy food options
- More green space and parks
- Better indoor & outdoor air quality
- Better pedestrian & bike infrastructure



UNIDAD leaders make their voices heard at City Hall.

“Don’t leave us out. Don’t discriminate against us. We’re human beings and we have needs. [...] We are paying our rent with the sweat from our brows”

- Natividad, Proud neighbor for 20 years