

**FOR IMMEDIATE RELEASE
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43,000 South LA Residents Risk Being Priced Out Due to Proposed Commercial Development Hundreds of Families to Attend Town Hall Meeting to Call for Immediate Action to Prevent Displacement

LOS ANGELES, CA – Hundreds of community members and local leaders are set to attend a town hall with Los Angeles City Councilmember Curren Price calling on the Councilmember to support community proposals for development and to prevent thousands of families from being displaced by the proposed REEF project in South Los Angeles. An in-depth health impact assessment of the project found that 43,000 residents, which represent over half of individuals and families living within two miles of the project area, are at risk for displacement unless proper mitigation is taken.

“We must take every action possible to ensure that thousands of hard-working residents and families are not forced out of their own neighborhood,” said Cynthia Strathmann, Executive Director at Strategic Actions for a Just Economy. “But this can be prevented if Councilmember Price and the developers work in partnership with community members to create a win-win solution for all of us.”

The proposed REEF Project is a \$1 billion mixed-use development project to be built on 10 acres of land in South Los Angeles adjacent to thousands of low-income residents and businesses. Local residents will be gathering at this town hall to hear more details about the proposed REEF project at the Council District 9-sponsored event, and to offer key solutions and actions that can be taken to protect existing residents. Their recommendations are the result of a three-month long process whereby over 100 residents and local community organizations worked together to identify ways that the REEF development is beneficial to all parties involved. This includes investments in anti-displacement teams, hundreds of units of affordable housing, supports for community-serving small businesses and land acquisition for new parks and green space. The community proposals also lay out a process for making the planning process transparent, community-driven and enforceable.

“We hope Councilmember Price will side with his constituents, and support our recommendations,” said Gabriela Gonzalez, resident of Council District 9.

Over 70 percent of local residents are renters, and are already struggling to afford existing rents and find affordable housing. Based on the analysis by Human Impact Partners, the REEF Project will cause rental rates to soar, causing families who have lived in the neighborhood for up to 20 years to be pushed out and forced to find housing elsewhere.

“I want to keep my home, keep my job and stay in this community. I don’t want to pull my grandchildren from their schools and their friends. My family shouldn’t have to suffer. We need this project to help us – not destroy us.” said Georgina Rodriguez, Council District 9 resident.

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About UNIDAD:

*The United Neighbors In Defense Against Displacement (UNIDAD) is a **coalition** of residents, students, small business owners, community-based organizations and faith-based organizations dedicated to the well-being of South Los Angeles through responsible development. UNIDAD champions development that responsibly and fairly helps existing South LA families and surrounding neighborhoods.*