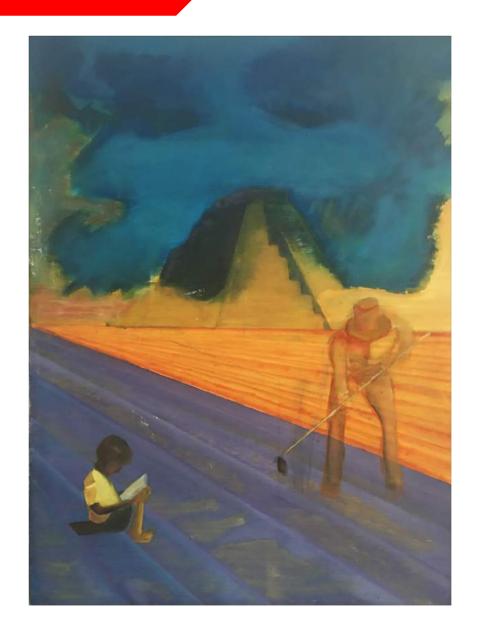
ARTSELA

Gustavo Herrera Executive Director

My Story



Two Examples of Advocacy



Our Context

10.3 million Los Angeles County residents would make the 10th largest state in US Roughly 1/4 of California's population (39.5 million residents)

4,060 square miles (equal to **Connecticut**)

224 languages are spoken by residents from140 countries

88 Unique municipalities

Largest: Los Angeles (3,800,000 residents)

Smallest: Vernon (112 residents)

81 Individual school districts

Largest: LAUSD (660,000 students)

Smallest: Gorman SD (96 students)

2nd largest metropolitan economy in the world



Paving the Path for Change





MISSION

Arts for LA activates artists and organizations, and leads communities to advocate for an equitable, healthy, and creative Los Angeles region.

We structure our work using three overarching strategies:

CONNECT diverse stakeholders in meaningful ways

LEARN with powerful data and unique research

LEAD constituents to effect community change

Nonpartisan Candidate Forums







Nonpartisan Questionnaires to Candidates





Voter Education - Reimagining Voting

Broad voter participation – encourage and help people get to the polls.

• Back in 2016, the Golden State passed the California Voter's Choice Act to give voters more options for how, when and where to cast their ballots. Think of it as an effort to revamp an old model for 21st century lives. This is just in time for the primary elections in March of 2020.





The New Voter Experience

Extended Voting Period

- Vote centers will be open for up to 11 days, which include two weekends
- Vote by Mail Drop Box locations will be available for 30 days
- Vote centers will be open for a minimum of 8 hours per day
- Mobile and Pop-up vote centers can also be set up if needed





LA County Vote Centers

Vote Centers

- A target of 1,000 conveniently located vote centers near your home, work, schools, etc.
- Allows voters to cast ballots at any vote center in the County
- Allows for voters to register and vote on the same day
- May be located in a variety of facilities, including public buildings, workplaces, places of worship and shopping centers



 Beginning in 2020, Los Angeles County will shut down thousands of polling locations and replace them with voting centers that would stay open for more than a week. LA County residents can weigh in on where voting centers replacing polling places should be.

The Arts For LA Approach

- Arts for LA has been hosting community forums for LA County resident to weigh in at arts and culture center (i.e. The Music Center and many, many others).
- We have consistently been driving Angelenos to attend these community forums and encouraging folks to *support arts and culture centers as voting center locations*.
- This gives us a strategic year-long outreach and education campaign for folks to participate in the community process, while also preparing a 2020 campaign to encourage people to get the NEW voting centers in 2020 to exercise their voting rights!



Arts for LA @Arts4LA



THANK YOU







