



ALIANZA

COACHELLA VALLEY

Alianza: The only alliance bringing together community members, nonprofits, and government to lead efforts for a thriving region.



COACHELLA VALLEY PARENTS



EMPOWERMENT
CONSTRUIR COMUNIDAD SANA



YOUTH LEADERSHIP INSTITUTE



Riverside University
HEALTH SYSTEM
Public Health



LOMA LINDA
UNIVERSITY



SIERRA CLUB



Alianza exists to reduce significant inequities of the Coachella Valley. We work to transform socio-economic conditions so that people in all communities have opportunities to prosper.



Shape systems to remove barriers to economic and physical health

Elevate local resident leadership through opportunities for civic engagement

Advocate through resident-led issue-based campaigns that foster new leaders and collective impact

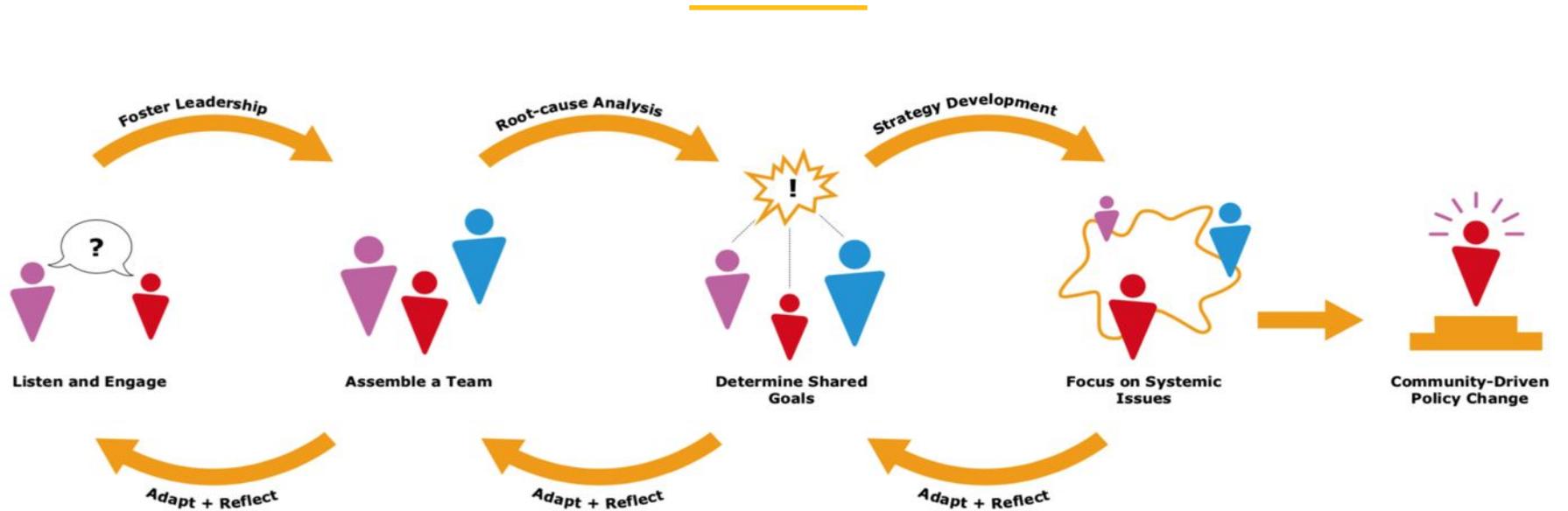
Lead strategy for comprehensive policy solutions for our region

Our Central Question: What does it take to transform the socio-economic conditions of the most marginalized to achieve optimal economic and physical health?

Our Framework: Achieve Empowerment through Self-sufficiency

- Recognize the importance of a strong safety net and its limitations
- Identify the underlying causes of poverty and address them through strategic changes in the policies & systems that structurally reinforce them
- Engage impacted community in the solution and increase capacity for members of the impacted community to be stakeholders in decision-making

Methodology



Early Achievements

Natural & Built Environment

ACHIEVED new parks, paved roads, covered bus stops, and increased public transportation **INVESTMENTS** in marginalized rural neighborhoods

Representational Government Agencies

CHANGED Water District from at large to representational seats that led to the first Latino member of the Board and representation of Eastern Coachella Valley needs and initiatives



The Impact of COVID & Our Response

Immigration status and type of employment prevented thousands of individuals and families in the Coachella Valley from receiving any type of regional, state, or federal aid.



Cash Assistance

\$2.5M direct assistance to individuals regardless of immigration status

Limitations

The level of support was designed to be temporary and often too little to address the severe needs for food, rent, medicines, transportation, and other core expenses.

Did not address the root cause of the overwhelming need

Alianza's Approach to Equitable Economic Opportunity

Vision: To reduce poverty, marginalization, and disparity in the Eastern Coachella Valley (ECV)

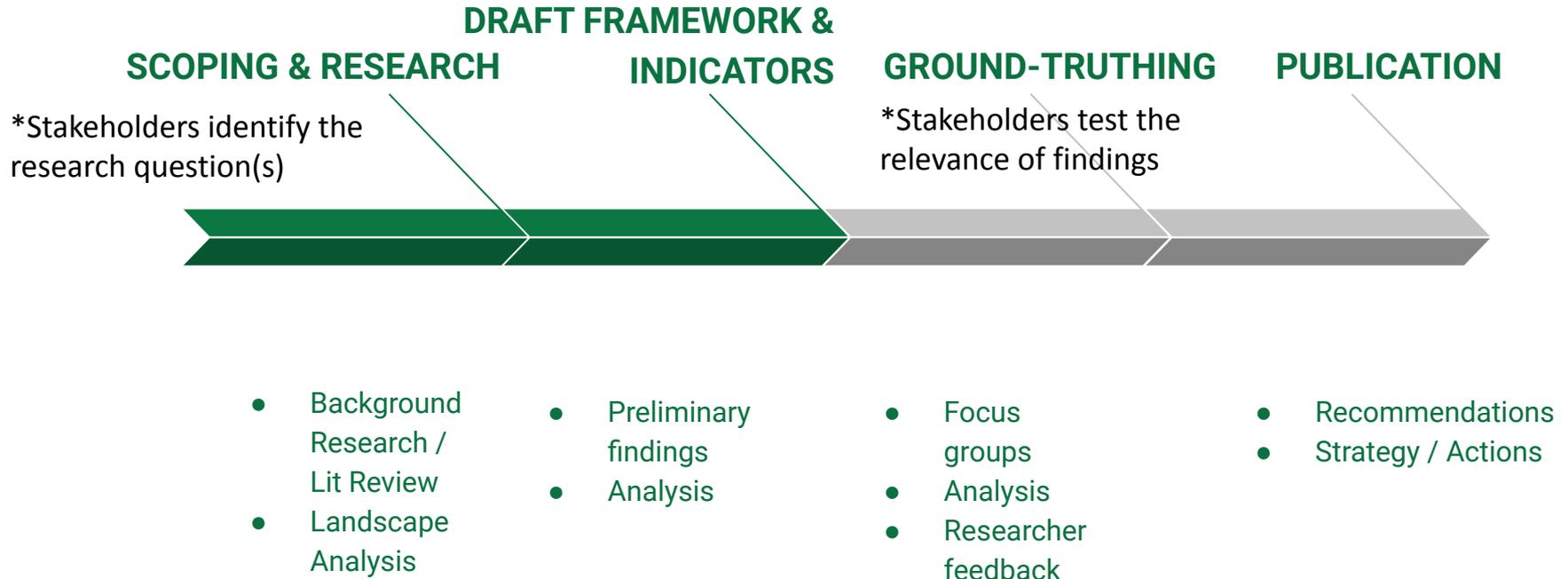
	SHORT-TERM STRATEGY	MID-TERM STRATEGY	LONG-TERM STRATEGY
Goal	<p>Alianza will provide a financial safety net to those individuals and families who are ineligible for any type of COVID-19 economic relief.</p> <p>Remediation to address critical immediate needs. Alianza's relief effort also builds individual capacity and connection to community change.</p>	<p>Alianza will develop a concrete plan for economic equity that will be the roadmap for using targeted economic development investments to transform ECV conditions of poverty.</p> <p>Creating the specific systems and policy changes and financial investments in ECV that can drive economic equity.</p>	<p>Alianza will provide its leadership position to influence the major, <u>confirmed</u> economic infusion of State and Federal funding for the Salton Sea so that it is an economic driver for the advancement of Eastern Coachella Valley residents and infrastructure needs on the scale of FDR's New Deal.</p> <p>Using this unprecedented investment to lead to eradication of the roots of poverty.</p>

Our Salton Sea Initiative : Investing in People for a Thriving Region

A partnership of Alianza Coachella Valley; the Assembly Committee on Jobs, Economic Development, and the Economy; UCR Center for Social Innovation; and the Institute of Social Transformation at UC Santa Cruz.

- ❖ *An exploration of how to realize equitable, inclusive, and sustainable economic development and mobility in the Salton Sea Region.*

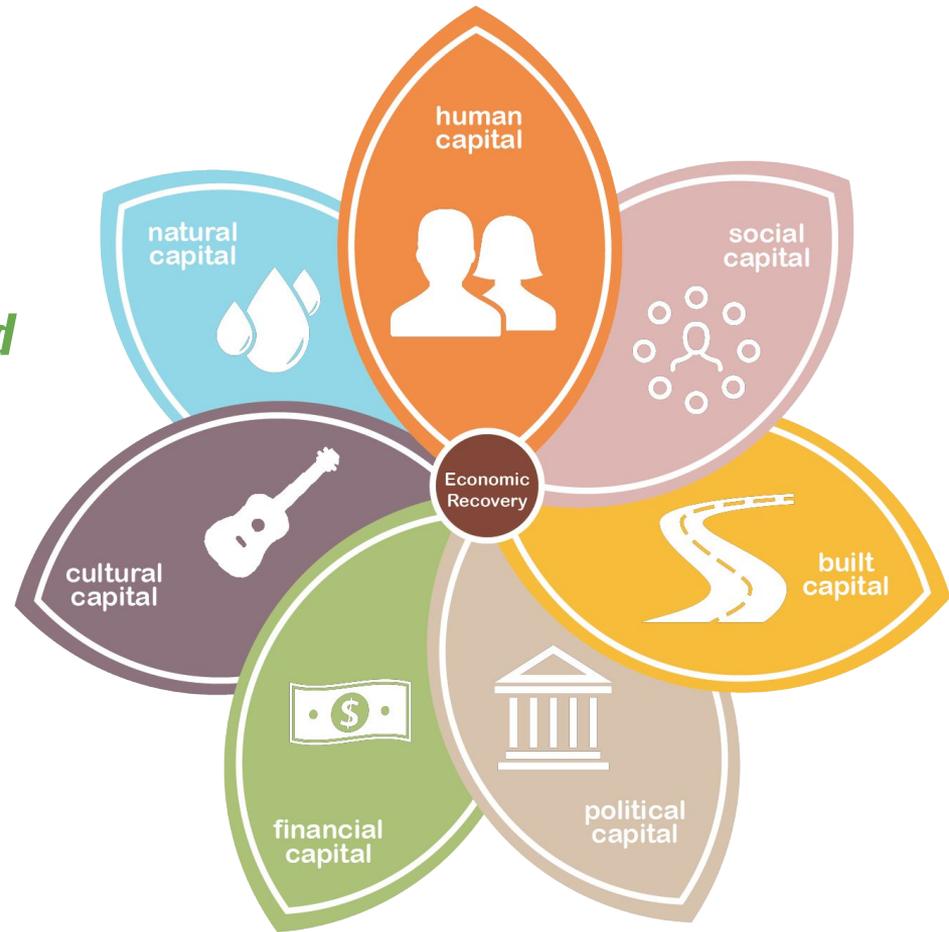
Our Salton Sea Initiative Approach



Integrates Engagement in the Planning

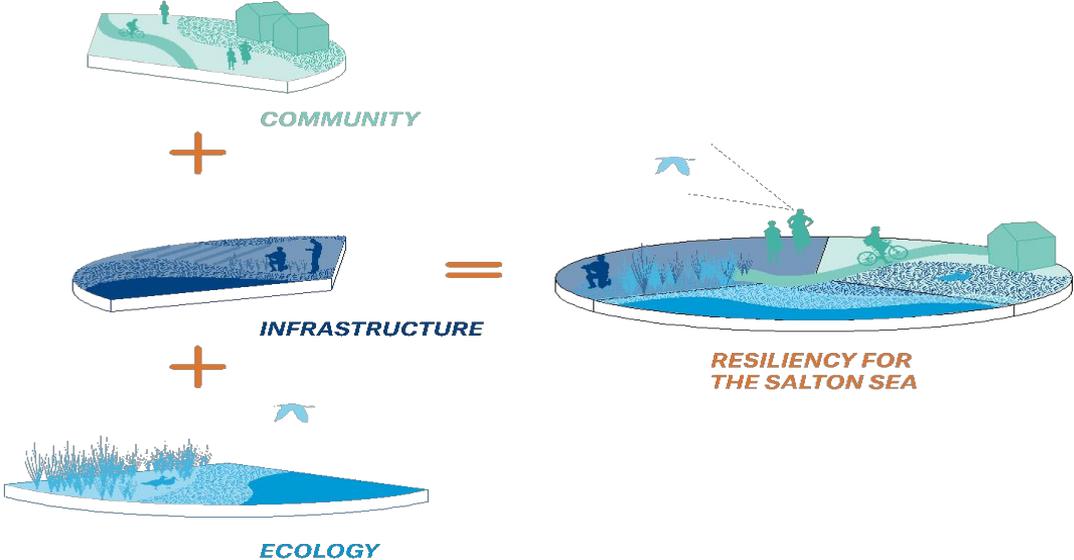
Overarching Question:

How do you foster equitable, inclusive, and sustainable economic mobility in a rural desert economy?



Introduction of a new Framework:

Solidarity Economics



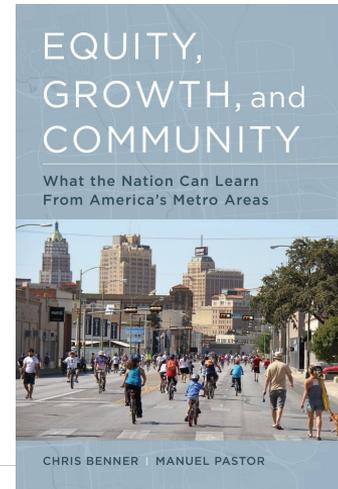
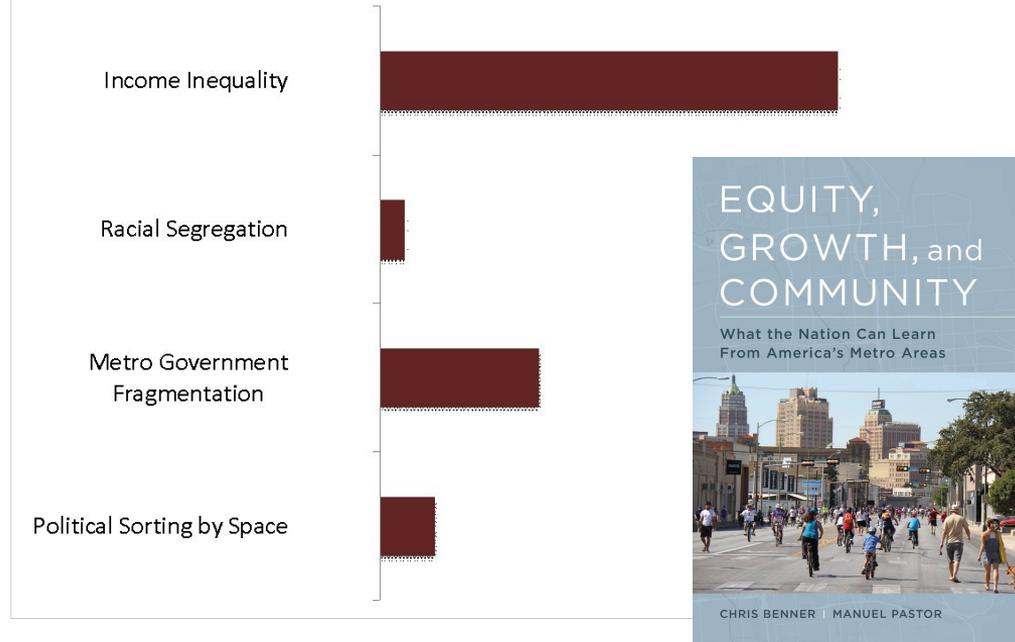
WHAT IS SOLIDARITY ECONOMICS?

¿QUÉ ES LA ECONOMÍA SOLIDARIA?

We should recognize the **mutuality** that actually **drives our economy** – and stress how mutuality, fairness, and **inclusion** can generate **prosperity** for many

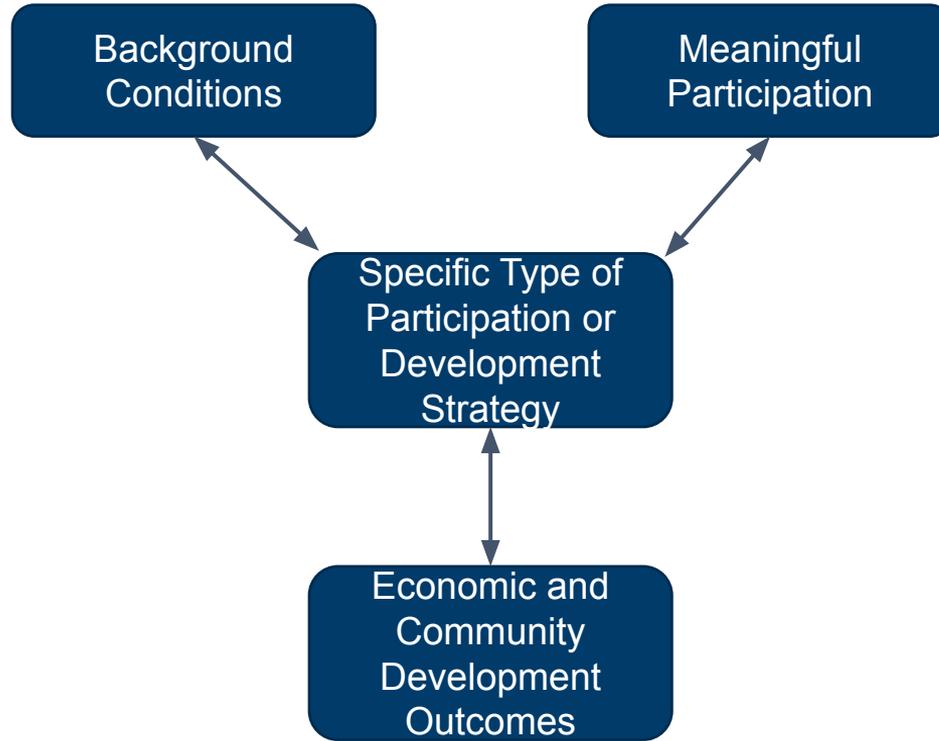
*Debemos reconocer la **reciprocidad** que realmente **impulsa nuestra economía** y enfatizar cómo la reciprocidad, la equidad y la **inclusión** pueden generar **prosperidad** para muchos.*

What Derails Sustained Growth?



OUTCOMES DEPEND ON PARTICIPATION

LOS RESULTADOS DEPENDEN DE LA PARTICIPACIÓN



CHALLENGES & OPPORTUNITIES IN THE SALTON SEA

DESAFÍOS y OPORTUNIDADES EN EL SALTON SEA

Socio-economic inequality

- Low-wage industries
- Toxic agriculture and shrinking Salton Sea

But...

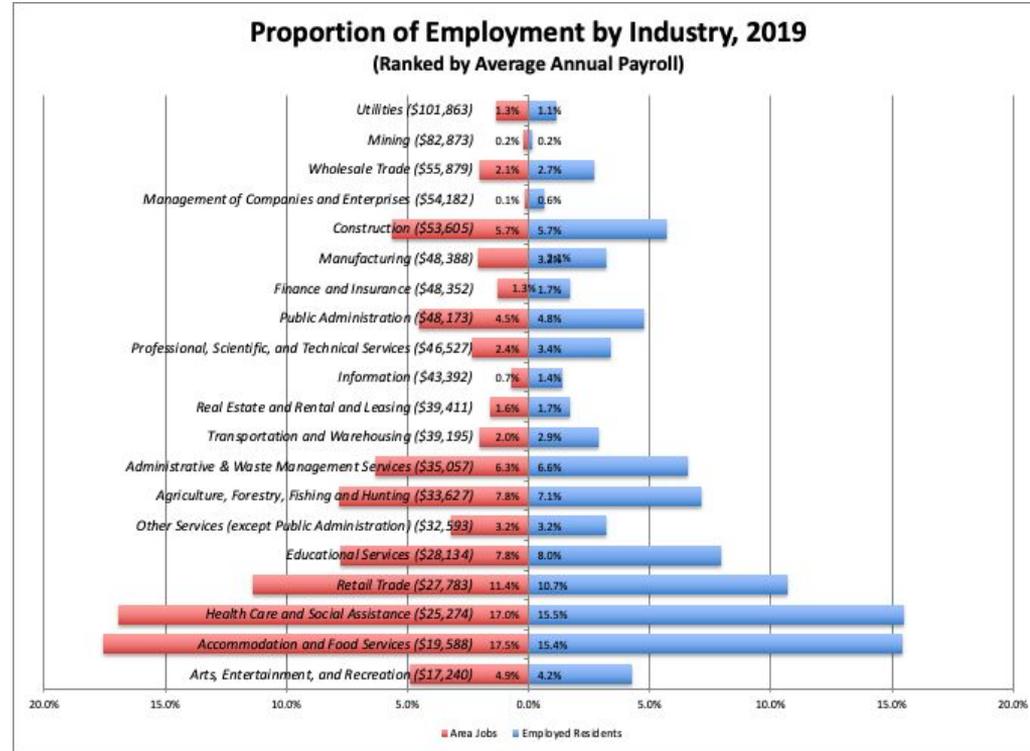
- Lithium Valley opportunity
- Major infrastructure investments

Desigualdad socioeconómica

- Industrias de bajos salarios
- Agricultura tóxica y reducción del Salton Sea

Pero...

- Oportunidad de Lithium Valley
- Grandes inversiones en infraestructura



Application

Salton Sea Region Inclusive Economy Framework

Broad Criteria	Sub-Criteria
1. EQUITY	Upward Mobility
	Reduction of Inequality
2. INCLUSION	Participation in markets
	Decision-making
3. GROWTH / STABILITY	Work Opportunity
	Stability
	Dignified Work
4. SOCIO - ECOLOGICAL HEALTH	Ecological health
	Community Health
5. TRANSPORTATION / ACCESS TO DEVELOPMENT	Commute
	Transportation & Infrastructure

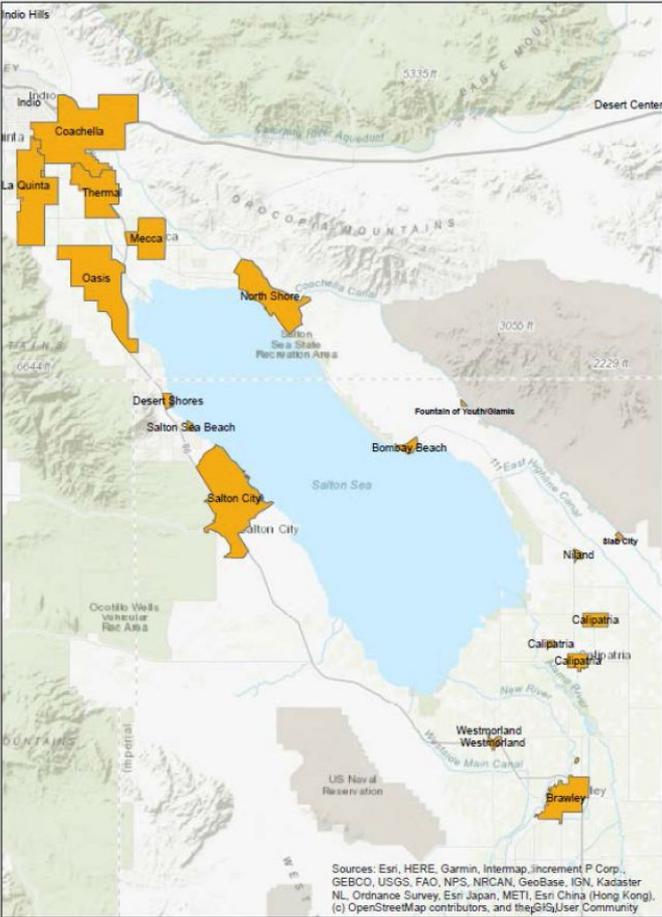


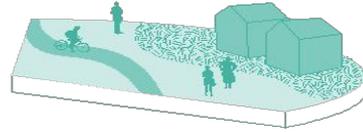
Figure 1. Map of the Salton Sea and all nearby communities.

Implications for the approach to the Salton Sea



Criteria 2: INCLUSION

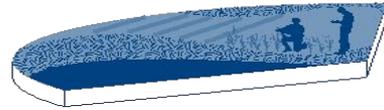
Play, camping, art,
entrepreneurship, good jobs



COMMUNITY



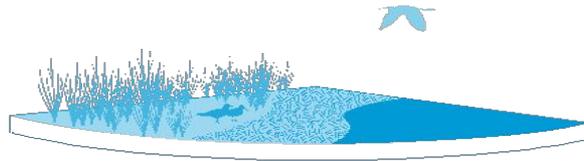
Multi-modal transportation
access, pavement, sidewalks,
lights, water, walking trails,
electric charging stations,
broadband, electric grid
stability



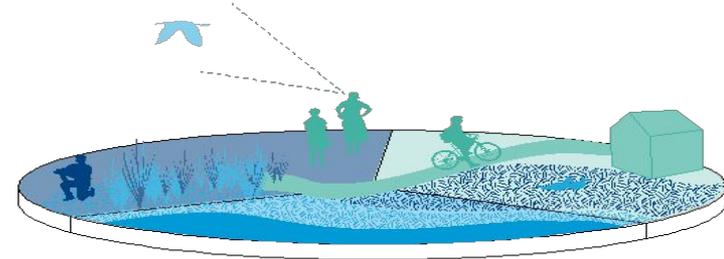
INFRASTRUCTURE



Dust suppression,
habitat, shade,
vegetation



ECOLOGY



**RESILIENCY FOR
THE SALTON SEA**

Implications for the approach to the Salton Sea

Projects that advance equity, growth/stability, socio-ecological health, transportation/access



A green bridge links the community of North Shore to the Salton Sea Yacht Club (the only community center serving this population with after school programs, fitness activities, and summer cooling center).

Implications for the approach to the Salton Sea

Projects that advance equity, growth/stability, socio-ecological health, transportation/access



Salton Sea trailhead at the North Shore Beach & Yacht Club programmed with art, vegetation, solar shade structures, and electric vehicle charging stations

Implications for the approach to the Salton Sea

Projects that advance equity, growth/stability, socio-ecological health, transportation/access



Trail link between Northshore Yacht Club and Salton Sea State Park with multi-benefit elements like shade, dust suppression, camping, marketplace for entrepreneurs, and broadband tower.

Implications for the approach to the Salton Sea



Thank You!

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