

How might we reinvent urban neighborhoods to utilize local resources to create jobs and healthy environments for all?



The small bet:

Create a template to invigorate local Pomona neighborhoods on the basis of economy, environment, and equity.

County Goals:

- #1 Resilient and healthy community environments where residents thrive in place;
- #3 Equitable and sustainable land use and development without displacement;
- #4 A prosperous LA County that provides opportunities for all residents and businesses and supports the transition to a green economy;
- #9 Sustainable production and consumption of resources.

Location:

City of Pomona
A designated Transformative Climate Community in a 5 sq mile area.

The Challenge:

The revitalization of Pomona requires a holistic approach that includes housing that is affordable, built with local resources and labor, financed through local revenue, for an integrated vision of wealth building and empowers the local community.

Team projects may develop any of the following focus areas:

- Reimagining the neighborhood: planning proposal for neighborhood development in a specific target location that aims to revitalize an area without gentrification and prioritizes an affordable, livable, and environmentally balanced community.
- Reimagining the local economy: business plan for worker-owned or non-profit enterprise that can best support strong neighborhood development in Pomona, including feasibility studies, market opportunity assessment, neighborhood financing opportunities (such as through public banking), and more.
- Empowering local community: community-based needs assessment and plan for developing community empowerment in fostering strong neighborhoods.

Client Partners:

The Cobb Institute

Background and Need:

Pomona has received a Regional Housing Needs Assessment (RHNA) for 10,000 housing units in eight years. Of these, 6,000 must be “affordable.” With some creative strategizing, policy-making, and coordinated action, meeting this huge challenge could also be a giant step forward for the City’s economy. If the housing were built using local resources and labor, and financed using local revenues, it could have a substantial positive economic impact. Opportunities include: localizing mortgages, localizing jobs, and community wealth-building.

See summary document of existing plans: <https://pandopopulus.com/wp-content/uploads/2021/03/Cobb-Institute-Pomona-Community-Foundation-proposal-summary.pdf>.

