



COMMISSION ON HUMAN RELATIONS

LOS ANGELES COUNTY

"Enriching lives through effective and caring service"

May 2, 2024

Human Relations Commissioners

Ilan Davidson
President

Isabelle Gunning, Esq.
Vice President/Secretary

Derric Johnson
Fredrick Sykes
Vice Presidents

Michael Gi-Hao Cheung
Helen L. Chin
Lisa Michelle Dabbs
Dandy De Paula
Azusena Favela
Kevork Keushkerian
Preeti P. Kulkarni
Guadalupe G. Montaño, Ed.D
Jason Moss
Jeanette Ellis-Royston
Gay Q. Yuen, Ph.D.

Honorary Member
Philip R. Valera

Human Relations Staff
Robin S. Toma, Esq.
Executive Director

Robert Sowell
Assistant Executive Director

Intergroup Relations Specialists

Pierre Arreola
Salvador Avila
Yvette Baharyans
Tony Cowser
Valentina D'Alessandro
Roland Gilbert
Oscar Hernandez
April Johnson
Monica Lomeli
Josh Parr
Gustavo Partida
Yadira Pineda
Fidel Rodriguez
Paul David Smith
Marshall Wong

Administrative Staff
Jacqueline Gordon
Grace Löwenberg
Siranush Vardanyan
Sharon Williams

Board of Supervisors
Lindsay P. Horvath, Chair

Third District

Hilda L. Solis

First District

Holly J. Mitchell

Second District

Janice Hahn

Fourth District

Kathryn Barger

Fifth District

Fesia Davenport

Chief Executive Officer

MEMORANDUM TO THE COMMISSIONERS

FROM: Ilan Davidson, President

SUBJECT: Commission Meeting- Monday, May 6, 2024

Our Commission will meet on Monday, May 6, 2024 from 12:30 p.m.-2:00pm at 510 S. Vermont Ave., 9th Floor, Press Room, NK02, Los Angeles, California 90020.

You may also join meeting **Via Teams Calendar Invitation** [Click here to join the meeting](#). If you are unable to do so, you may Dial: [+1 213-204-2512,,980587174#](tel:+12132042512980587174)

Phone Conference ID: 980 587 174#

Please Post Agenda in your location.

Parking is located at 523 Shatto Place. Please pull a ticket when entering the parking structure. Please take the elevator to the 9th floor and walk through the bridge, which is located towards the northwest corner of the parking structure, to reach Terrace (T) Level of the designated candidate waiting area. Prior to leaving the facility, please take your ticket to either security desk (Ground Level or Terrace Level) for validation. **Do not park at the 510 South Vermont Avenue structure. Violators may be towed at vehicle owner's expense.**

Please review, and let me know if you have any questions.

If you are unable to join the meeting, please call me at (213) 304-4180 no later than 9:00 a.m., Monday, May 6, 2024.

Siranush Vardanyan

(213) 304-4180



Los Angeles County Commission on
Human Relations - 510 S. Vermont Ave.
Los Angeles, CA 90020 (213) 738-2788

AGENDA

MEETING OF THE COMMISSION

Monday, May 6, 2024 – 12:30-2:00 pm

LA County Vermont Corridor 1 Bldg.- 510 S. Vermont Ave.- LA, CA 90020
Conference Room on the Terrace Level, 9th Floor

Also via MS Teams Video and Audio Conferencing [213-204 2512,,980587174#](https://teams.microsoft.com/join/213-204-2512-980587174) [Click here to join the meeting](#)

Our mission: to transform prejudice into acceptance, inequity into justice, and hostility into peace

- 1. Call to Order and Land Acknowledgment (12:30)**
- 2. Review & Approval of April 1, 2024 Meeting Minutes***
- 3. President's Report (12:33)**
 - 3.1. Spotlight on Community Partner: Sharmaine Mosely, Exec Director, LASD Civilian Oversight Commission & New Temporary Staff: Jackie Gordon*
 - 3.2. Interfaith Seder Event, April 17, 2024
 - 3.3. San Pedro 'Community Unity' Event in May 19 @ 4pm*
- 4. Executive Director's Report (12:45)**
 - 4.1. Termination of San Gabriel HEAR Commission, TransLatin@ Coalition, LA vs Hate
 - 4.2. Communications Update - PIO Tony Cowser
 - 4.3. Other Program and Administrative Updates
- 5. Committee Reports (12:55)**
 - 5.1. Transformative Justice Committee (Gunning)
 - 5.2. Policy and Advocacy (Legislation) Committee (Montaño)
 - 5.3. LA vs Hate Committee (Montaño)
 - 5.4. Nominations Committee (Montaño)* (joined with agenda item 7.1.)
- 6. Public Comment (3 minutes per person) (1:05)**
- 7. Action/Discussion Items (1:10)**
 - 7.1. Presentation of Slate of Nominations for Commission Officers FY 2024-25*
 - 7.2. Continuing Mid-Term Review of Progress on Commission's Strategic Plan*
 - 7.3. Commission follow-up on LA vs Hate report*
 - 7.4. Collaboration with County Office of Anti-Racism, Diversity and Inclusion (ARDI)
- 8. Commissioner Announcements (2 minutes per Commissioner) (1:55)**
- 9. Adjournment** in memory of LA civil rights icon and interfaith leader Rev. Cecil "Chip" Murray*

For translation to other languages o para más información en español, call (213) 738-2788 or email us.

* Denotes that this agenda packet includes written material regarding this agenda item.

Meetings are held in English. If interpretation in other languages or accommodations for persons with disabilities are needed, please contact the Commission at (213) 738-7288 at least 3 business days before the meeting. The meetings of the Human Relations Commission are accessible to persons with disabilities.

Note: The following Commissioners will be participating by teleconference communication from the following corresponding locations: Mr. Dandy De Paula, 21815 Pioneer Blvd., Hawaiian Gardens, CA 90716; Ms. Preeti Kulkarni, 3419 Federal Ave., Los Angeles, CA 90066



Los Angeles County Commission on Human Relations

510 South Vermont Avenue, 11th floor
Los Angeles, California, 90020
www.lahumanrelations.org
(213) 738-2788

[DRAFT] MINUTES
COMMISSION ON HUMAN RELATIONS
Meeting of March 4, 2024
Via Microsoft Teams Video & Audio Conferencing

PRESENT: Helen L. Chin
Ilan Davidson
Dandy De Paula
Azusena Favela
Jeanette Ellis-Royston
Derric Johnson¹

Kevork Keushkerian
Preeti Kulkarni
Guadalupe Montaña²
Fredrick Sykes
Gay Yuen

STAFF: Pierre Arreola
Yvette Baharyans
Tony Cowser
Robert Sowell

Robin Toma
Siranush Vardanyan

- 1. Call to Order and Land Acknowledgment of Indigenous Peoples:** Commission President Ilan Davidson called the meeting to order at 12:43 p.m. with a quorum in attendance. He began with recognizing that we occupy land originally and still inhabited and cared for by the Tongva, Tataviam, Serrano, Kizh, and Chumash Peoples. We honor and pay respect to their elders and descendants - past, present, and emerging - as they continue their stewardship of these lands and waters. We acknowledge that settler colonization resulted in land seizure, disease, subjugation, slavery, relocation, broken promises, genocide, and multi-generational trauma. This acknowledgment demonstrates our responsibility and commitment to truth, healing, and reconciliation, and to elevating the stories, culture, and community of the original inhabitants of Los Angeles County. We are grateful to have the opportunity to live and work on these ancestral lands. We are dedicated to growing and sustaining relationships with Native peoples and local tribal governments, including (in no particular order) the Fernandño Tataviam Band of Mission Indians, Gabrielino Tongva Indians of California Tribal Council, Gabrieleno/Tongva San Gabriel Band of Mission Indians, Gabrieleño Band of Mission Indians - Kizh Nation, San Manuel Band of Mission Indians, and San Fernando Band of Mission Indians. To learn more about the First Peoples of Los Angeles County, please visit the Los Angeles City/County Native American Indian Commission website at lanaic.lacounty.gov.
- 2. Review & Approval of February 5, 2024 Meeting Minutes:** The motion to approve the minutes of the Commission meeting of February 5, 2024, as presented by Vice-President/Secretary (VP-Sec.) Isabelle Gunning, was made by Commissioner Preeti Kulkarni and seconded by Commissioner Fredrick Sykes. The motion passed unanimously, with Commissioner Kevork Keushkerian abstaining.

¹ This commissioner was not counted for quorum or voting purposes because they were unable to provide they participated via video-conference and their location address was not provided timely to post on the public meeting agenda.

² Same as footnote 1.

3. President's Report

3.1 Spotlight on new staff: Yvette Baharyans, Training Team

President Davidson introduced New Staff Yvette Baharyans. Ms. Baharyans shared that she is delighted to be working with “the dream team” at the Human Relations Commission. Ms. Baharyans shared her professional background in the mental health sectors as a licensed mental health clinician with over 15 years of experience. She has worked with over 14,000 clients in different group practices. Ms. Baharyans said that through understanding her experience and practicing Cognitive Behavior Therapy, Dialectical Behavior Therapy, and Eye Movement Desensitization and Reprocessing (EMDR) therapy, and Desensitization Therapy, she can leverage her expertise to foster an understanding of a more conscious understanding of how to live life with the people she comes into communication. Ms. Baharyans said she is eager to leverage her expertise to raise awareness of implicit biases, foster a more conscious and inclusive environment, and feels honored and excited to collaborate with the senior experts of the Commission to contribute to a better future for all. The Commissioners took turns welcoming Ms. Baharyans to the Human Relations Commission.

3.2 San Pedro Community Unity Event in May/June: President Davidson reported that a few months ago, someone painted a swastika on a man's car in San Pedro, and it was initially believed to be antisemitic, but turned out to be anti-Black in motivation. This spurred the community to unite against that hate incident, and to create an event in the San Pedro area. President Davidson shared that the event will likely be in the month of May or June, and hopefully there will be representatives of LA vs Hate and 211 as well as the Commission as more people need to know about reporting hate to LA vs Hate.

3.3 Crisis for Unhoused Families: President Davidson explained that there is currently a serious crisis going on right now for unhoused families- and has specifically skyrocketed for families with children. President Davidson shared that this information has been brought to the Commission's attention and assistance is needed to come up with a resolution to provide more assistance to families who have hardships getting housing in some of the settlement centers which have available beds. He asked if we can try to find a way to remove some of the red tape that is perhaps getting in the way of families being able to get housed. ED Toma said he would reach out to the head of the County's Homeless Initiative to get answers.

4. Executive Director's Report

4.1. Board motion, Commission's suburban policing data report, Network Against Hate Crime and Sacramento Meetings, and Racial Justice Learning Exchange: ED Toma began his report by sharing that Commissioner Keushkerian's speech at the Board of Supervisor's meeting was printed in the Armenian Mirror-Spectator newspaper and congratulated him. ED Toma continued by sharing that the Board of Supervisors passed a motion which specifically asked the Commission ED to provide a feasibility plan for creating an anti-Black racism campaign part of a motion for LA County's African American History Month. ED Toma also reported that the LA Times front-page placement of the Commission's release of the report on suburban policing data had generated some critical responses from some of those cities, and staff are working on addressing those. ED Toma reported that the Network Against Hate Crime held its quarterly meeting, featuring presentation of our Commission data; Brian Levin presenting more recent data from select major cities, particularly Los Angeles; and Ron Wakabayashi spoke about the campus conflicts since the Israel-Hamas war, and the efforts to provide

guidance to campuses. Also, ED Toma reported on his recent trip to Sacramento and meetings with the Chief Equity Officer of the State of California to discuss what we are doing in LA County; with the Assembly Speaker's lead staff for the Black, Latino, and Asian caucuses on statewide support for innovative transformational strategies for stopping the rise in hate; and with the state senator's staff which authored the anti-caste discrimination legislation, which has been considered for LA County. ED Toma reminded all about the upcoming Supervisor Mitchell's Racial Justice Learning Exchange event on dismantling the school-to-prison pipeline, at which he and other county government leaders are participating.

4.2. Communications Update with PIO Tony Cowser: PIO Cowser provided a media monitoring report on the Commission's press release that identified racial disparities in suburban police department arrests; among Black and Latino residents in Northeast Los Angeles: Glendale, Pasadena, and South Pasadena. PIO Cowser indicated the news coverage was great and was featured in the Los Angeles Times, ABC News, Channel 7, and KNX Radio as well as Black and Latino media publications. PIO Cowser suggested approaching law enforcement allies in advance of a press release where the coverage highlights information that police departments find critical or are reluctant to discuss publicly.

4.3. Other Program and Administrative Updates: ED Toma shared several updates, including that both Grace Lowenberg and Sharon Williams - key administrative staff - are off work for an extended period, leaving only Siranush Vardanyan. Also, the staff will be moving offices soon from the 11th to the 15th floor of the Vermont Corridor building, in which the Commission meetings take place, and expressed appreciation to AED Sowell for shepherding this last phase of the process.

5. Committee Reports

5.1 Transformative Justice Committee: There is no report at this time.

5.2 Policy and Advocacy (Legislation) Committee: Committee Chair Guadalupe Montaña stated that there is no report at this time.

5.3 LA vs Hate Committee: Committee Chair Guadalupe Montaña stated that there is no report at this time.

6. Public Comment: No public comments.

7. Action/Discussion Items

7.1 Continuing Mid-Term Review of Progress on Commission's Strategic Plan: Staff Transformative Justice team leader/manager Pierre Arreola shared his screen to show the Commission's Strategic Plan priority goals. achieving a major system reform to produce more equitable treatment in L.A. County criminal justice systems for at least 3 groups; the second goal is to increase by at least 10% each year, the number of LA County units, cities, and organizations provided with consultation and/or training to build their capacity to provide co-response services and/or non-law enforcement alternatives. Team leader Arreola presented slides showing the major policy changes that have and are being achieved, and on the supervisorial districts in which the team's consultations and trainings have been carried out. Several commissioners commented positively on the report, and a suggestion was offered to ensure that the hate crimes that are reported to 211 are also reported to the police.

- 7.2 Commission follow-up on LA vs Hate report:** ED Toma explained that HRC is preparing to release the report on the annual LA vs Hate and working on the press release. We will be having several celebrities and partners do anti-hate PSAs to be released, in addition to three PSAs with our partner Truth and Accountability League. Lastly, ED Toma reminded Commissioners to look for opportunities to give their thoughts about ways in which individuals can be reached in all the different parts of the county to have knowledge on how to report hate incidents and hate crimes.
- 7.3 Collaboration with County Office of Anti-Racism, Diversity, and Inclusion (ARDI):** ED Toma explained the impact that we have in our communities through our work and asked Assistant Executive Director (AED) Robert Sowell to share information on our collaboration with ARDI. AED Sowell explained that HRC was involved with an interdepartmental countywide equity initiative before the summer of 2020 doing different trainings when ARDI was initiated; HRC continues to be in a very close collaboration with them. Currently, we are helping to lead the effort under their direction and provide support as identified most helpful, as our staff is part of the Technical Assistance group for ARDI.
- 8. Commissioner Announcements:** Commissioner Yuen shared that she will be visiting New Orleans in memory of World War II veterans. Additionally, Commissioner Ellis-Royston passed around a flyer to invite everyone to the Harriet Tubman Unity Walk, organized by African American Advisory Alliance, which will be held in Pomona on March 9th at 10am, beginning at the Alliance Community Cultural Center. Lastly, Commissioner Ellis Royston shared that last month, NAACP hosted their fifth Freedom Fund event, and it was fantastic.
- 9. Adjournment:** President Davidson invited a motion to adjourn in memory of the World War II Chinese American Veterans. Commissioner Yuen moved the motion and Commissioner Kulkarni seconded it. The motion passed unanimously with no objections.

Respectfully submitted,

Isabelle Gunning
Commission Vice President-Secretary

Jacqueline Gordon's Bio



Jacqueline Gordon was born and raised in Los Angeles, CA. She began her working life at May Co. Department Store. That famous corner of Wilshire Blvd and Fairfax is now home to the Academy Museum of Pictures of which she is a Charter Member.

She worked as a Development Associate at Didi Hirsch Mental Health Services in Culver City, CA, coordinating 5K walk fundraisers and other programs regarding suicide prevention.

Being a transcriptionist afforded her many opportunities to work in the legal field after she retired from the Department of Water and Power Legal Division (City Attorney's Office) as a Legal Assistant after 30 years. She transcribed patient notes, chart notes and verbal dictation by the Vice-Chancellor for Research and other surgical/oncology doctors at UCLA Medical Center. She was also a student there. The most amazing transcription assignment she has had to date was with the USC Shoah Foundation Institute for Visual History and Education. The Foundation had their first international conference at USC and she transcribed over 20 hours of video (sound) taken for a compilation into a "best practices manual" regarding visual testimonies of holocaust survivors for use by libraries, universities, scholars, teacher and students both nationally and internationally.

She is the mom of 2 girls, grandmother of 2 girls and mother-in-law to a Superior Court Judge. In her spare time, she likes to read, create personalized greeting cards, invite people over to watch movies and sing.

For Agenda Item 3.3

Join Councilmember Tim McOsker for

San Pedro CommUNITY Town Hall & Celebration

Fighting Hate Together



May 19, 2024

from 4 to 6:30 PM
at Peck Park Community Center
560 N. Western Ave, San Pedro

Musical & Theatrical Performances •
Presentations • Resource Fair

Light dinner provided, **register at: bit.ly/SPCommUNITY**

THE **15**
ONE·FIVE
district communities
COUNCILMEMBER
TIM McOSKER



Los Angeles County Commission on Human Relations
510 S. Vermont Avenue
Los Angeles, CA 90020
(213) 738-2788

**AGENDA FOR MEETING OF THE
TRANSFORMATIVE JUSTICE COMMITTEE
LOS ANGELES COUNTY COMMISSION ON HUMAN RELATIONS**

Monday, May 6, 2024 | 10:45AM – 12:15PM

510 S. Vermont Avenue
Los Angeles, CA 90020
9th Floor, Press Room

[Via Microsoft Teams](#)
Or Call In at +1 (213) 204-2512
Phone Conference ID: 333 921 796#

Chair: Commissioner Isabelle Gunning | **Secretary:** Commissioner Azusena Favela

Members: Commissioners Preeti Kulkarni, Fredrick Sykes, Derric Johnson,
Jeanette Ellis-Royston, Gay Yuen

Staff: Robin Toma, Robert Sowell, Pierre Arreola, Joshua Parr, Paul Smith

- 1. Call to Order and Land Acknowledgement of Indigenous Peoples (10:45)**
- 2. Review & Approval of April 1, 2024 Meeting Minutes (10:47)**
- 3. Discussion: Sheriff Accountability (10:50)**
 - 4.1. LA County Custody Facilities Visits
 - 4.2. Office of Constitutional Policing Partnership
 - 4.3. Civilian Oversight Commission Partnership
 - 4.4. Sybil Brand Commission Partnership
- 4. Discussion: Staff & County Updates (11:30)**
 - 5.1. Regional Projects
 - 5.2. Public Safety Cluster
 - 5.3. Justice, Care and Opportunities Department
 - 5.4. Countywide Criminal Justice Coordination Committee
- 5. Public Comment (3 Minutes Per Person) (12:00)**
- 6. Action Items (12:05)**
 - 7.1. LA County Custody Facilities Visits
 - 7.2. Office of Constitutional Policing Partnership
 - 7.3. Civilian Oversight Commission Partnership
 - 7.4. Sybil Brand Commission Partnership
- 7. Commissioner & Staff Announcements (12:10)**
- 8. Adjournment (12:15)**

Note: The following Commissioners will be participating by conference telephone communication from the following locations: Preeti Kulkarni, 3419 Federal Avenue, Los Angeles, CA 90066.

For translation to other languages o para más información en Español, call (213) 738-2788 or email us at

PArreola@hrc.lacounty.gov. An asterisk (*) denotes that this agenda packet includes written material regarding this agenda item.

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GUIDANCE FOR THE NOMINATIONS COMMITTEE

Los Angeles County Commission on Human Relations

Creation of the Nominations Committee is the beginning of our process to elect the Commission's officers for each fiscal year (FY), which runs from July 1st to June 30th.

To create the Nominations Committee, **we seek one commissioner from each Supervisorial District (SD).** Typically, the commissioner representing her/his SD isn't running for office. (But historically this has sometimes not been feasible or impractical if, for example, a given SD has only one or two commissioners of that SD.)

Each of you is the commission officer from your SD*. As such, **I'd like to ask if you can email/text/or call to the 1 or 2 fellow commissioners of your SD to decide who will be your SD's representative on the Nominations Committee.** (The list of the other commissioners of your SD is below towards the end of this message.)

Here is key info and context:

1. The goal is for each of you to report at our upcoming Commission meeting who your SD representative member will be on the Nominations Committee. This will **hopefully avoid the problem in the past of a potential committee member not being present at the Commission meeting to accept or reject being placed on the committee,** which can delay the process.
2. Once the Commission votes to approve who will comprise the Nominations Committee, the committee will have the charge of meeting in May (which staff can facilitate) to discuss and present its slate. The Commission then gives an opportunity for

nominations from the floor. At the following Commission meeting in June, there is a ballot to vote on the slate as well as any other nominations of proposed candidates for officers (President, Vice President (VP)/Secretary, plus 3 VPs).

3. To help you in deciding who should be on the Nominations committee, let me remind you a bit more of the charge of the Nominations Committee. The Nominations Committee is to consider – per the bylaws – who should be on the slate of nominees for Commission officer positions, based in part on the nominee’s record of attendance to commission meetings (both full commission meetings and committee meetings and other events). Of course, the Nominations Committee has historically also evaluated the fitness of a candidate for the job and its duties as a relevant criterion.

Note that the Commission’s bylaws limit the President to two (2) consecutive terms (each term is one (1) year)

4. Also, keep in mind we will need at least 3 of the 5 Nominations Committee members to join a meeting to form a quorum so that the Nominations Committee can meet and take action in coming up with **a slate of candidates for the May meeting**. At that meeting, the floor is also opened to any commissioner to be nominated for an office, in addition to the slate.
5. **Per the bylaws, the following Commission meeting (usually June) is for the elections to actually be conducted**, taking into account the slate presented at the May meeting, and nominations from the floor received at the May meeting.
6. The term of the new officers begins with the new Fiscal Year, July 1st through June 30th.

(*)Current (FY 2024-25) Commission Officers:

President: Ilan Davidson (SD4)

Vice President (VP)/Secretary: Isabelle Gunning (SD3)

VP: Fredrick Sykes (SD1)

VP: Derric Johnson (SD2)

(VP vacancy (SD5) when Sandra Thomas left the Commission)

Commissioners by Supervisorial District (SD):

SD1: Jeannette Ellis-Royston-Ellis and Gay Q. Yuen

SD2: Azusena Favela and Helen Chin

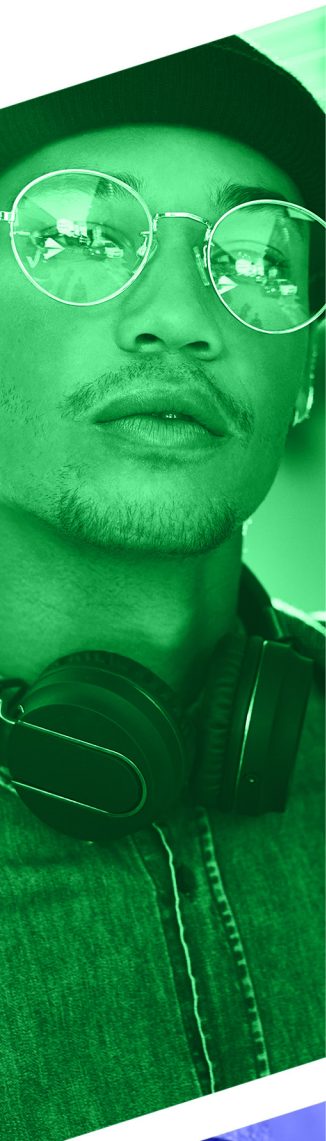
SD3: Preeti Kulkarni and Guadalupe Montaña

SD4: Lisa Michelle Dabbs and Dandy De Paula

SD5: Michael Gi-Hao Cheung, Kevork Keushkerian, and Jason Moss

LOS ANGELES COUNTY COMMISSION ON HUMAN RELATIONS

FY 2022-2025
STRATEGIC PLAN



MISSION, VISION, AND VALUES

OUR MISSION

To promote better human relations in Los Angeles County and help build vibrant, thriving communities by working to transform prejudice into acceptance, inequity into justice, and hostility into peace.

OUR VISION

We envision a County where...

- Human relations are at their best because fundamental human rights have been met for everyone and all groups, including equitable access and opportunity to meet our most basic human needs for, safety, food, clothing, shelter, education, health care, free expression, and a voice in governance.
- All people and groups enjoy an equal opportunity to realize our full potential to do good for ourselves and our communities, unfettered by personal, institutional, or structural prejudice or discrimination, or abuse of power.
- It is the norm to value and draw upon cultural diversity to enrich all aspects of our lives, and to understand and appreciate individual differences and commonalities as well, so that everyone feels a sense of belonging.
- Through universally taught and practiced effective conflict resolution skills, we enjoy greater harmony in our intergroup and interpersonal relations, resulting in increased cooperation and collaboration between people and organizations.
- Our County government leads and models the highest level of respect for civil liberties, human rights, and the intrinsic dignity of every human being through its policy and budgetary priorities and practices.

OUR CORE VALUES AND GUIDING PRINCIPLES

Justice and Human Rights: We strive for social justice. We believe the foundation of positive human relations is to treat everyone with respect that affirms their intrinsic dignity as a human being and protects and fulfills their fundamental human rights.

Diversity and Inclusion: We must continue to move beyond tolerance as a goal. We celebrate the splendid diversity of human cultures, identities, and expressions. We seek mutual understanding and the full acceptance and inclusion of everyone in the essential aspects of community life.

Understanding and Compassion: We know that if we seek to understand the perspective of others, if we listen intently, try to experience life from another's point of view, our compassion for others will grow.

Cooperation and Collaboration: We engage others because we know that none of us succeeds alone, we need the support of others, and together we are stronger.

Non-Violence: We believe in the general principle of non-violence, knowing that violence begets violence. We must learn and teach how to express dissatisfaction, resolve conflicts, and achieve positive change peacefully, with respect for human dignity and without resorting to violence.

Concrete Results and Deliberate Process: We believe that the social transformation we seek requires dialogue, but not dialogue as an end in itself. We persevere to discover and devise solutions that bring about real change. We know that the process through which change is created is as important as the results. The ends never justify the means: the end result does not permit us to violate our principles to reach those results. So we consciously employ processes that respect and reflect our values.

Teaching over Doing for Others: We believe that our work is more effective, meaningful and long lasting when we emphasize teaching others how to do what needs to be done, instead of doing it for them.



LACCHR STRATEGIC PRIORITIES AND GOALS FY 2022-2025

WHAT DO WE MEAN BY “HUMAN RELATIONS?”

“Human relations” is the study and promotion of healthy interpersonal and intergroup relationships, through both intervention and prevention, to foster enthusiastic regard for social diversity, promote productive management of conflict, promote respect for and fulfillment of human rights for all, and ensure equitable distribution and use of power. Human relations specialists help bridge separations between groups so they value their differences and trust one another’s intentions for collaboration to generate genuine equity and fair opportunity for those who are being excluded or have been disadvantaged. Key features of human relations work are highlighted in our establishing ordinance and include:

- Eliminating prejudice, intolerance, discrimination, inequity, and their effects
- Promoting public health, welfare, and security
- Promoting good will
- Fostering attitudes which lead to civic peace and intergroup understanding
- Promoting equal opportunity and full acceptance of all persons
- Fostering mutual understanding and respect among all population groups
- Identifying and ameliorating human relations problems



STRATEGIC PRIORITY 1

RESPONDING TO EMERGING HUMAN RELATIONS ISSUES & CULTURAL SHIFTS

Human relations in Los Angeles County are constantly shifting, continually confronting us with new challenges and offering new opportunities. The county ordinance establishing the LACCHR requires that we address discrimination and inequity broadly. To fulfill this assignment, we must maintain awareness and agility in identifying and responding to human relations issues and cultural shifts as they emerge. Examples of such matters include the impact of the pandemic on social isolation and targeted communities, change efforts to address housing insecurity, environmental justice (addressing disproportionate impact of environmental hazards), the influence of social media on intergroup relations, justice for persons with disabilities, just immigration policy, and the distinct needs and potential of young people. Adequate response to these and other emerging issues will require ongoing attention to indicators that serve as vital signs of racial equity in our county, hate crime and hate incident data, and narratives and communications from key community partners.

STRATEGIC PRIORITY 1

GOAL 1

By June 30, 2023, create and implement a process for tracking key indicators and other information to identify emerging human relations issues and relevant cultural shifts.

GOAL 2

Between July 1, 2022, and June 30, 2025, respond to at least 3 identified human relations issues or relevant cultural shifts with: a summary of key information, at least 1 informational and action-planning event, and intervention that contributes to change in public or private institutional policy or practice in LA County.



STRATEGIC PRIORITY 2

INCREASING EQUITY AND JUSTICE IN LA COUNTY'S CRIMINAL JUSTICE SYSTEMS

Racial discrimination and other inequities in our criminal justice systems are among the greatest barriers to our mission of "transforming inequity into justice." Fundamental human rights are at issue when the likelihood of police misconduct, violence, or recidivism in LA County is tied to one's race, gender, disability, or other protected characteristic. We must strategically work to break the cycle of incarceration by addressing root causes of violence in LA County and investing in communities suffering from violence. We must denounce racial and identity profiling among other police practices that undermine positive police-community relations and have triggered the largest episodes of violence in the history of Los Angeles. To eliminate systemic discrimination in our justice systems, we must uplift the community safety continuum that includes non-police agencies responding to crises and addressing the challenges experienced disproportionately by people of color, especially those who are justice-involved. We must also challenge systemic discrimination in our school disciplinary systems which have led to the overrepresentation of young people of color in the school-to-prison pipeline. In doing so, we must invest in building community safety strategies that center trauma-informed and harm-reduction approaches in crisis management and conflict resolution. We want to build on our seminal report, *Redefining Policing with Our Community*, which details action recommendations we intend to advance. We will not be limited to any single law enforcement agency that operates within LA County, but we will turn our attention to whichever agency that is in need of change in its policies, practices, and procedures. We will work in concert with other LA County efforts and entities on all the above-cited issues.





STRATEGIC PRIORITY 2

GOAL 1

Between July 1, 2022 and June 30, 2025, achieve a major system reform to produce more equitable treatment in L.A. county criminal justice systems (including its constituent agencies such as the Sheriff's Department, the District Attorney, the Probation Department, and city-based police departments) for at least three groups, at least one of which is affected by housing insecurity, at least one of which is affected by policing inequity (including but not limited to oppression and repression based on race, class and other protected characteristics), and one of which may be affected by other selected issues of fairness.

GOAL 2

Between July 1, 2022 and June 30, 2025, increase by at least 10% each year the number of LA County units, cities, and organizations provided with consultation and/or training to build their capacity to provide co-response services and/or non-law enforcement alternatives.

STRATEGIC PRIORITY 3

DOCUMENTING, PREVENTING, AND RESPONDING TO HATE

We must make sure our leadership and communities understand hate-motivated hostility, including hate crimes and incidents, and act to effectively prevent and respond to it in transformational and socially responsible ways. “Transforming hostility into peace” requires that we build on and advance beyond current efforts. We must demonstrate and replicate effective prevention and response strategies in affected neighborhoods and communities instead of relying solely on law enforcement to respond to hate crime based on race, ethnicity, national origin, religion, sexual orientation, gender, immigration status, and/or disability. We need to develop restorative justice programs that increase offender empathy for the victim and reduce recidivism instead of adding longer prison sentences for perpetrators. We can create intergroup solidarity by ensuring a message of unity and peace from affected communities and encouraging media not to cover violent hate crime in ways that fuel intergroup tensions.”





STRATEGIC PRIORITY 3

GOAL 1

Between July 1, 2022, and June 30, 2025, compile, analyze, and report annually information on hate acts (both hate crimes and hate incidents) in LA County.

GOAL 2

Between July 1, 2022 and June 30, 2025, participate in the creation or revision of the policies or practices of at least 3 municipal or LA County government, educational institution, or public accommodation (restaurants, transportation, hotels, and other such businesses serving the public) organizations to strengthen prevention or response to hate acts.

GOAL 3

Between July 1, 2022 and June 30, 2025, increase by 10,000 each year the number of people participating in anti-hate messaging and action.

GOAL 4

Between July 1, 2022 and June 30, 2025, increase by 15 the number of organizations collaborating to provide services to persons targeted by hate acts.

STRATEGIC PRIORITY 4

ENGAGING INTERNAL AND EXTERNAL STAKEHOLDERS WITH A COMPREHENSIVE COMMUNICATIONS STRATEGY

The LACCHR has faced major changes and transitions in recent years. In order to fulfill its mission and vision, the Commission needs to develop a greater ability to assert and protect the fundamental human rights of vulnerable populations, especially during times of crisis. We need to create greater autonomy in our actions without having to be concerned about severe budget reductions or structural changes that can weaken the Commission's effectiveness. We can do so by increasing the visibility, awareness and support of our Commission's work among key stakeholders and the public and ensuring our programs are based on relationship building, practice-based evidence, and evidence-based practices. We aim to integrate human rights education and advocacy into our work, increase human relations proficiencies among staff, and promote such proficiencies in our department and throughout county government.



STRATEGIC PRIORITY 4

GOAL 1

By January 1, 2023, develop and implement systems and procedures to address priority requests, including establishing criteria and procedures to prioritize requests, for the purpose of improving the quality of LACCHR’s response to requests for assistance from all constituents including: Board of Supervisors, CEO, Commissioners, Department executives, partners, organizations, constituents and other stakeholders.

GOAL 2

Between July 1, 2022 and June 30, 2025, increase the scope and frequency of communications with partners and constituents to at least one weekly communication, in order to strengthen engagement and expand network of stakeholders.

GOAL 3

By June 3, 2023, establish metrics to track responses from LA County Board offices and other stakeholders to communications from the Commission and staff.





STRATEGIC PRIORITY 5

BUILD CAPACITY OF LA COUNTY AGENCIES, CITIES, AND ORGANIZATIONS TO ADVANCE EQUITY AND PROMOTE POSITIVE HUMAN RELATIONS

To have a greater impact with limited staff resources in such a large and populous county, we need to increasingly build the capacity of communities and institutions, and away from service delivery-oriented projects that are dependent on our individual staff relations and skills and cannot be institutionalized or replicated in other contexts. As the County's Human Relations Commission, we need to strengthen our leadership among the other governmental and non-governmental human relations agencies in our county. Sharing resources and information can produce impactful results and increase coordination and collaboration on key issues and solutions. Education and training are important parts of capacity-building work.

STRATEGIC PRIORITY 5

GOAL 1

Between July 1, 2022 and June 30, 2025, increase by at least 10% each year the number of LA County agencies, cities, and organizations provided with consultation and/or training to build their capacity for advancing equity and promoting positive human relations.

GOAL 2

Expand the sharing of information and resources among the city-based human relations commissions and similar agencies in the county by increasing the number of new partnerships to 25% of those entities by June 30, 2025, with the goal of undertaking or joining in coordinated efforts to advance a human relations end, such as joining the LA vs Hate campaign.







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OCTOBER 2023

LA VS HATE

Year 3 (2022-2023) Program Highlights

PREPARED FOR:
LOS ANGELES COUNTY
COMMISSION ON HUMAN RELATIONS

PREPARED BY:
VITAL RESEARCH

L.A. COUNTY VS. HATE



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LA VS HATE CAMPAIGN AND EVALUATION OVERVIEW

LA VS HATE CAMPAIGN

LA vs Hate, originally introduced in 2019, is a creative, community-centered campaign designed to encourage all residents of Los Angeles County to unite against and report hate, and support residents who may have been victims of hate motivated acts. The campaign is a result of the County Board of Supervisors unanimously passing a motion authored by Supervisor Hilda Solis creating a multi-year anti-hate program to address the increase in hate acts in recent years. With the support of the Board, led by the County's Commission on Human Relations (HRC), the campaign initially had three primary components (1-3, below). In July 2022, with funding through the federal American Rescue Plan Act (ARP), the LA vs Hate campaign expanded their efforts to implement three additional components, for a total of six components (added 4-6, below).

- 1) An easy way to report acts of hate and bias and to connect victims to needed resources through 211 LA,
- 2) A network of agencies (Rapid Response Network) from every Supervisorial district of the County to provide support and assistance to victims of hate and implement prevention strategies to avert future hate acts.
- 3) Marketing and social media using digital arts and cultural art interventions to provide awareness of the dangers of normalizing hate, the importance of reporting incidences of hate acts, and inspire the community to stand-up to hate,
- 4) Eight Dream Resource Centers (DRCs) in partnership with County middle schools and high schools within high COVID-impacted areas to create safe school climate and communities free of hate. These Centers would produce safe spaces for youth, families, and school staff and would incorporate community-led and community-developed art and cultural interventions to heal from the trauma of pandemic related hate.
- 5) Enhancement to the system of reporting hate and follow-up services to ensure they are linguistically and culturally competent via hate victim assistance services through 211 LA reporting and case management support and partnering with Asian Americans Advancing Justice Southern California (AJSOCAL)) to increase Asian language capacity to provide victims of hate case management services in a variety of languages.
- 6) To enable law enforcement agencies and other related organizations to assist hate victims by providing effective hate response trainings on the services available to victims of hate violence through LA vs Hate.

The goals of the campaign are to address the normalization of hate and inspire people to stand against it, and to build an understanding about how to define hate acts and the importance of reporting such incidents. By tracking and reporting hate acts, resources can then be allocated appropriately to build safe, respectful, and resilient communities. Individuals reporting hate through 211 LA could choose to do so anonymously and were offered the option to be referred to follow-up

services, including referrals to health or mental health services, legal consultation, and advocacy. This follow-up care coordination encompassed referrals to city and county agencies, as well as linguistically and culturally competent care, often provided by community-based agency partners that were contract members of the Rapid Response Network. The DRCs and training about LA vs Hate provided through law enforcement agencies also provided opportunities to build the type of communities that can combat hate.

Various partners were contracted as parties responsible for implementing components of the campaign. 211 LA was commissioned to be the vehicle for the reporting of hate acts in the County and to coordinate the follow-up care for victims. The Rapid Response Network includes 14 community-based organizations led by the Special Services for Groups, Inc. (SSG). Helpline Youth Counseling (HYC) and Asian Youth Center (AYC) led the development and management of the eight DRCs, planning and coordinating art and cultural interventions, promoting healing, and offering skill building opportunities for youth leadership development. AJSOCAL was tasked with providing case management and reporting services to individuals specifically in Asian languages. TaskForce PR leads the marketing and social media efforts and also leads the effort to execute the training model for law enforcement members to learn about the LA vs Hate campaign and ability to report hate to 211 LA. HRC leads, oversees, and coordinates this project. The LA vs Hate campaign is a natural extension of the work HRC has been doing for over 70 years to inform, support, train, and mobilize county residents to transform prejudice into acceptance, tranquility into justice, and hostility into peace. As tasked by the Board of Supervisors, staff at the HRC are responsible for overseeing the day-to-day implementation of all aspects of the LA vs Hate campaign and have been vital to the successful launch and continuation of the campaign.

EVALUATION METHODS & DATA SOURCES

Since November 2020, Vital Research, an external research and evaluation company based in Los Angeles has partnered with HRC to conduct an annual evaluation of the LA vs Hate Campaign. The purpose of the evaluation was to monitor the progress of the program, recognize where improvements can be made, and begin to understand the impacts of this important anti-hate program. The evaluation was guided by the following questions:

- How is each component of the LA vs Hate Campaign being implemented?
- What were key stakeholders' perceptions of the program?
- What has been the impact of the program?

In order to address the evaluation questions, various data sources were used, including:

- Databases housed by 211 LA of anti-hate calls and care coordination services,
- Surveys and interviews with various stakeholders such as key LA vs Hate program leaders responsible for implementation, victims and witnesses of hate acts, and recipients of care coordination services in multiple languages,
- Outcomes and metrics for the marketing and social media campaign and art interventions collected by TaskForce PR, and

- DRC activity and programming metrics provided by AYC and HYC, student sign-ins, student feedback surveys about the DRCs, and interviews with key center personnel.

This report highlights key findings from the 2022-2023 evaluation for the six components of the overall LA vs Hate Campaign. Findings from the analysis of the 211 LA anti-hate calls and care coordination are inclusive of data collected from the beginning of the campaign in September 2019 to April 2023. For the other five components of the campaign, program feedback and stakeholder perceptions are from the 2022-23 program year (July 2022-June 2023).

FINDINGS

211 LA ANTI-HATE CALLS & CARE COORDINATION

An analysis of the 211 LA anti-hate calls (reports made from Sept 2019 to April 2023) was conducted to understand the trends in the data overall and from year-to-year. For the analysis, 211 LA provided Vital Research with data from two sources: 1) a database of anti-hate phone calls or inquiries made to 211 LA through the call tracking (211LinQ) or online self-reporting (211 Website) system and 2) a database used to track care coordination services (CareLinQ).

LA COUNTY RESIDENTS ARE USING THE WEBSITE MORE OFTEN TO REPORT HATE ACTS



In 2019, 9% of all hate acts reports were submitted online.
In 2023, so far, 64% of the reported hate acts were submitted through the 211 LA website.

Between September 1, 2019 and April 30, 2023 there were a total of 2,379 reports/cases created and tracked by 211 LA through CareLinQ, the care management system. A case was opened if a report was submitted either through the call tracking system (211LinQ), an online self-report (211 website), or by a care manager (CareLinQ). In 2019, there were 177 reports made, although LA vs Hate had only been accepting reports for just four months. In the first full calendar year of LA vs Hate (2020), there were 561 reports of hate acts, in 2021 that increased to 745, and in 2022 there were 655 reports. In the first four months of 2023 there were 241 reports, thus far.

While overall during this time period the majority of reports (57%) were made through calling 211 LA, a year-by-year analysis of the report origin indicates that increasingly LA County residents are using the website to submit their experiences with hate or biased acts. In 2019 only 9% of the reports submitted were made online, but in the first four months of 2023 64% of reports were made online. Table 1.

TABLE 1. ORIGIN FOR 21 I LA HATE ACT REPORTS MADE SEPTEMBER 2019 TO APRIL 2023

Report Origin		Year					Overall
		2019*	2020	2021	2022	2023*	
211LinQ	N	161	426	442	260	72	1361
	%	91%	76%	59%	40%	30%	57%
211 Website	N	16	131	297	385	154	983
	%	9%	23%	40%	59%	64%	41%
CareLinQ	N	0	4	6	10	15	35
	%	0%	1%	1%	2%	6%	2%
Total	N	177	561	745	655	241	2379
	%	100%	100%	100%	100%	100%	100%

*Sept-Dec 2019, Jan-Apr 2023

CONTACTS CONTINUE TO COME FROM ALL OVER THE COUNTY

During the reporting period (Sept 2019 to Apr 2023), the overwhelming majority of reported acts of hate occurred at a physical address (93%) versus online (7%). We found that reported incidents at physical locations were made in all five LA County supervisory districts and in 270 distinct zip codes across the county.

The 2nd Supervisory district proportionally tends to have the highest percentage of reported incidents, with the 1st Supervisory district having the second highest percentage. Overall, the 4th and 5th Supervisory district has the lowest percentage of reported calls. Table 2.

TABLE 2. DISTRIBUTION OF 21 I LA ANTI-HATE CONTACTS ACROSS SUPERVISORY DISTRICTS

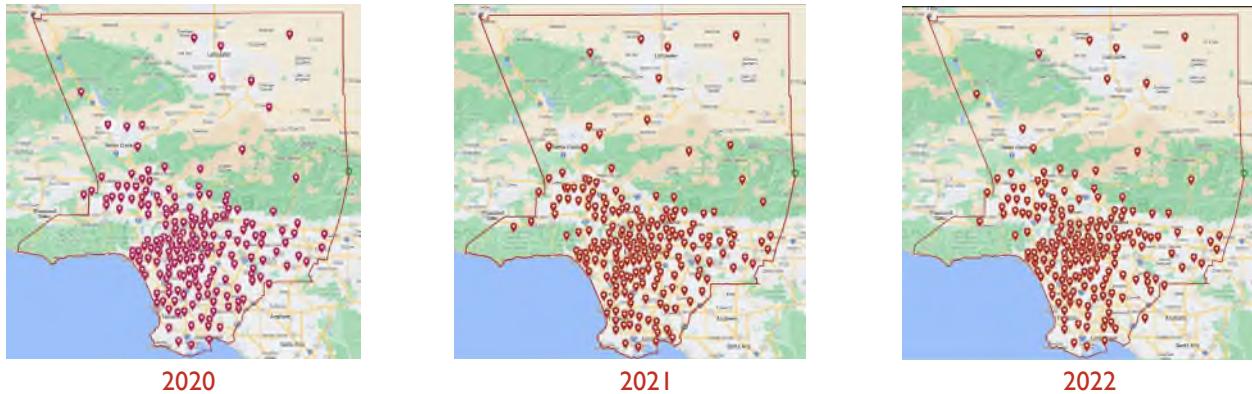
Year	Supervisory District					Unknown/ Outside LAC
	1 st	2 nd	3 rd	4 th	5 th	
	n (%)	n (%)	n (%)	n (%)	n (%)	
2019* (N=177)	49 (28%)	69 (39%)	47 (27%)	34 (19%)	32 (18%)	2 (1%)
2020 (N=534)	160 (30%)	225 (42%)	146 (27%)	97 (18%)	96 (18%)	21 (4%)
2021 (N=681)	224 (33%)	257 (38%)	196 (29%)	113 (17%)	150 (22%)	16 (2%)
2022 (N=600)	250 (42%)	253 (42%)	147 (25%)	97 (16%)	95 (16%)	35 (6%)
2023* (N=218)	80 (37%)	93 (43%)	56 (26%)	27 (12%)	34 (14%)	30 (14%)
Total (N=2210)	763 (35%)	897 (41%)	592 (27%)	368 (17%)	407 (18%)	104 (5%)

Percent added by year will add to more than 100% because some calls were in zip codes that cross multiple districts.

**Sept-Dec 2019, Jan-Apr 2023

The maps in Figure 1 show the distribution of calls made across the County for the three full years of data (2020, 2021, 2022) to date. As the maps illustrate, reported incidents take place across the County every year. The top seven zip codes with the highest number of incidents (30 or more) are: 90014 (Los Angeles), 90044 (Athens), 90013 (Downtown LA), 90012 (Civic Center/ Chinatown), 90003 (South Central), 90028 (Hollywood), and 90037 (South Central).

FIGURE 1. DISTRIBUTION OF 211 LA ANTI-HATE CONTACTS ACROSS THE COUNTY 2020-2022



Interestingly, as awareness of LA vs Hate has grown, the number of reported incidents of hate acts that are outside of LA county has grown. To date in 2023, the 30 cases where the zip code the incident location was not identifiable as having taken place in one of the five supervisorial districts, two are unknown and 28 were from incidents that occurred outside of LA county.

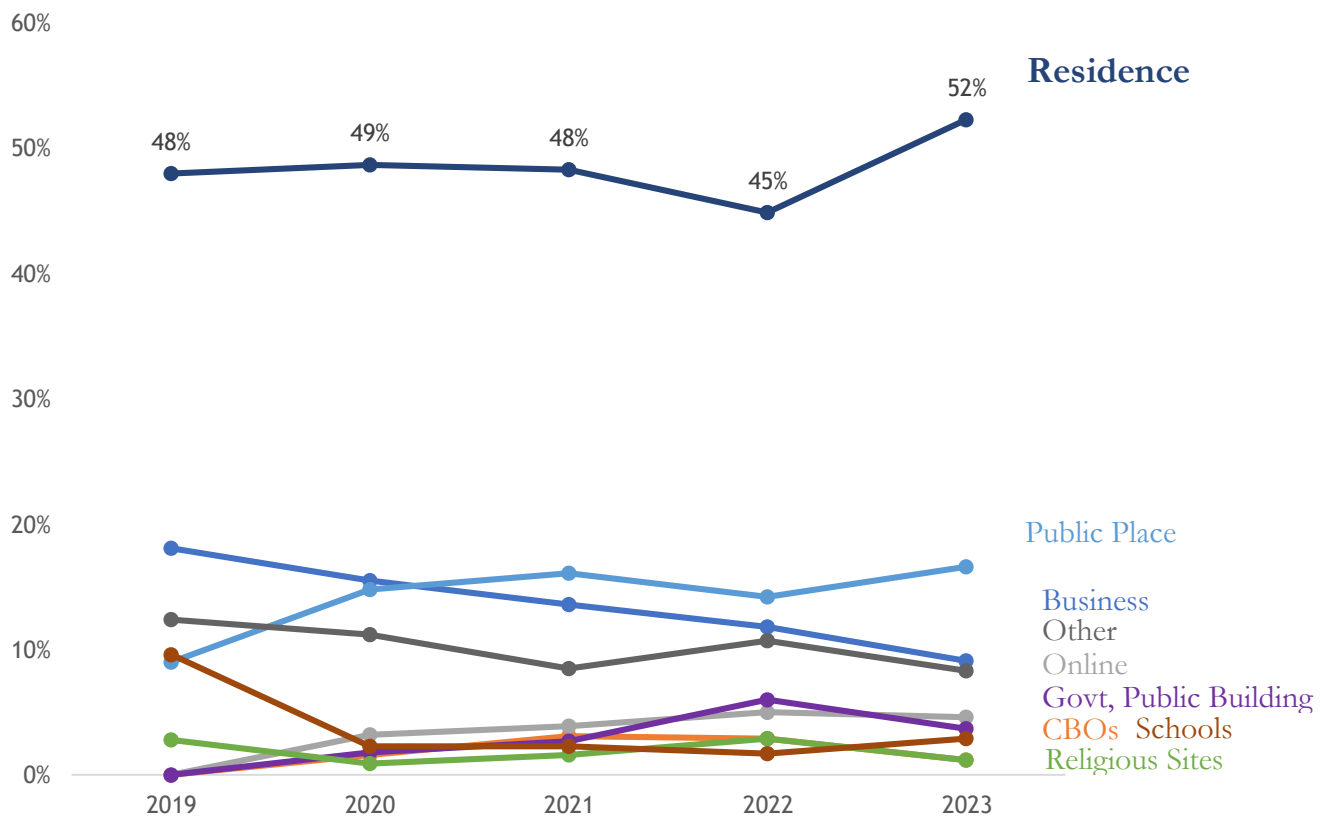
HALF OF ALL INCIDENTS ARE TAKING PLACE IN RESIDENTIAL LOCATIONS



Nearly 50% of all reported acts of hate or bias are taking place in a residence.

Each year that LA vs Hate has been collecting data regarding hate or biased acts, the most common type of location where reported acts are taking place is in a residence. Figure 2.

FIGURE 2. LOCATION TYPE OF REPORTED HATE ACTS (SEPT 2019 – APRIL 2023)



Incidents at residences could have been neighbor-to-neighbor, between landlord and tenant, between roommates, etc. Some examples of incidents include:

- Caller states that there is a neighbor, who recently started to be verbally aggressive towards neighbors that are Hispanic. Perpetrator screams "F**king Mexican" and that he will be calling ICE and that he has a family member that works at ICE or law enforcement field to kick them out. In addition, Perpetrator is constantly drunk or under the influence of a substance and states that he is Trump's son.
- Every month the landlord send[s] three notice[s] to pay rent. The notice is only sent to the Hispanic tenants. None of the White or Black tenants gets the notice.
- Caller was overcharged and they [the landlord] continue to send statements and caller continues to pay. Caller is stating they do not call him back to have a resolution to his situation because he is black.
- Caller states he is a victim of harassment, bullying, threats and physical abuse from management and other tenants in his building. Caller is gay and HIV positive. He is also being called derogatory names and is being evicted due to these reasons.
- Caller states the lady he rents his unit from has been threatening caller stating that she was going to call ICE on caller and went to caller's unit with a bat asking for her rent.

- Person is reporting harassment from his roommate. His roommate has threatened to hit him. His roommate is always calling him derogatory names because of his sexual orientation, offending him and telling him how nasty he is for being gay.
- Victim states neighbor called her all kinds of names while at the bus stop. Neighbor called victim “an illegal black n****r” and “b***h.” Victim states neighbor slams door causing things to fall on floor from force. Landlord was contacted but has done nothing to help. Victim was called a “Cripple B***h.”
- Roommate attacked her by calling her names in reference to being Asian. Roommate told her she should go back to her country. After this, the roommate actually hit her. The police were called and they advised they were not able to do anything about it.
- [Victim] is in a wheelchair and states landlord is not fixing her unit due to her disability. Landlord was made because she called public health. [Victim] states landlord’s security guard took pictures of her and was told by landlord it was part of their job. Caller feels she is being discriminated because she is disabled.

The top cities/neighborhoods with the highest number (15+) of residential setting acts of hate or bias can be seen in Table 3.

TABLE 3. ZIP CODES WITH HIGHEST NUMBER OF RESIDENTIAL INCIDENTS

Zip Code	City/Neighborhood	# of Incidents
90014	Los Angeles	43
90044	Athens	25
90013	Downtown Los Angeles (City of LA)	18
90004	Hancock Park (City of LA)	16
90011	South Central (City of LA)	15
90021	Downtown Los Angeles (City of LA)	15

Given that almost half of the reported incidences of hate and bias continues to take place in a residential setting, the campaign may want to consider closer partnerships with Los Angeles City departments that could provide assistance such as the City of LA Housing Department and/or the Housing Authority of the City of LA. Many of the referrals made for landlord/tenant related concerns, in particular, are made to non-profit organizations such as the Housing Rights Center and Inner City Law Center or to California State Department of Fair Employment and Housing and Civil Right Department. A few victims are referred to the LA City Attorney’s Office Dispute Resolution Program. However, LA County also has a Dispute Resolution Program that does not seem to be used as a resource. Targeted outreach to housing providers, apartment owner associations, or property management firms making them aware of LA vs Hate resources available to tenants who might be victims of neighbor-to-neighbor or roommate related incidents could also be warranted.

RACE, ETHNICITY, AND NATIONAL ORIGIN IS THE LEADING MOTIVATION FOR REPORTED HATE ACTS

Race, ethnicity, or national origin continues to be the leading motivation for reported hate acts, which was **48%** of all reported cases.

Across all years, race, ethnicity, or national origin continues to be the leading motivation for reported acts of hate or bias. Nearly half (48%) of all cases report having race, ethnicity, or national origin as one of the motivations behind the perceived act of hate. Disability and sexual orientation are the second highest reported motivations for incidents (16%). Table 4.

TABLE 4. MOTIVATION FOR REPORTED HATE ACTS

Motivation	Year [^]					Overall n (%)
	2019* n (%)	2020 n (%)	2021 n (%)	2022 n (%)	2023* n (%)	
Coronavirus	0 (0%)	38 (7%)	31 (4%)	13 (2%)	10 (4%)	92 (4%)
Disability	37 (21%)	85 (15%)	92 (12%)	117 (18%)	49 (20%)	380 (16%)
Gender	11 (6%)	44 (8%)	82 (11%)	124 (19%)	38 (16%)	299 (13%)
Race/Ethnicity/ National Origin	95 (54%)	273 (49%)	373 (50%)	322 (49%)	89 (37%)	1,152 (48%)
Religion	16 (9%)	19 (3%)	56 (8%)	91 (14%)	39 (16%)	221 (9%)
Sexual Orientation	15 (9%)	67 (12%)	122 (16%)	124 (19%)	51 (21%)	379 (16%)
Unknown/Other	43 (24%)	194 (35%)	257 (35%)	238 (36%)	116 (48%)	848 (36%)
Total N	177	561	744	655	241	2,378

[^]Percent totaled by year will add to more than 100% because victims could report more than one motivation.

*Sept-Dec 2019, Jan-Apr 2023

Unknown or Other is also continues to be a high proportion (36%) of reported motivation. Victims are able to report more than one motivation and at times victims will choose “unknown” alongside other reasons for the hate motivation. In many instances, however, the caller or person completing the online report is not sure of what motivated the act of aggression against them. Comments for “unknown” or “other” motivation include things such as “jealousy” or “money.” One suggestion moving forward would be to consider if additional categories for motivation are needed and/or if the “other” comments should be recoded/recategorized into the existing categories.

VICTIMS AND PERPETRATORS OF HATE ACTS DO NOT BELONG TO JUST ONE GROUP



People who were targeted and who committed acts of hate are similar in age and race/ethnicity. However, women seem to be a primary target of hate acts and incidents.

When analyzing cases from Sept 2019 to April 2023, victims are most likely to be targeted as individuals (76% of 2,379 reported incidents involve an individual victim) while just over half of all reported incidents are perpetrated by groups (51% of 2,379 reported incidents). This indicates that individual victims are more likely to be on the receiving end of a group act of hate or bias.

(Note: For group victims and group perpetrators more than one age category and/or gender could be chosen, so percentages may add to more than 100%.) For individual victims, about 59% were over the age of 40 and 54% identified as female, 40% as male, and 4% as trans or non-binary. Because individual victims are likely to be older women, additional or enhanced partnerships with LA City's Department of Aging or the County Department of Aging and Disabilities should be considered as well as outreach and/or continued partnerships with nonprofits that work with aging populations. Awareness about reporting, as well as support and services available for victims would be an important part of this outreach.

The ages of group victims (2+ individuals) were more likely to vary with 33% of groups having victims under 18, 29% aged 18-25, 53% aged 26 to 40, and 76% of the groups having someone aged 40+. Group victims often had multiple genders represented – 76% of groups had a victim who identified as female, 64% male, and 18% as trans or non-binary.

When known, individual perpetrators, like individual victims, were more likely to be over the age of 40 (53% of individual perpetrators). About one-third of individual perpetrators were between the ages of 26-40. Individual perpetrators were also more likely to be identified by their victims as male (58%) than female (34%). The plurality of group perpetrators were identified as having someone in the group who was over 40 years old (45%) with the second highest group being 25-40 (39%). Interestingly, 76% of group perpetrators also included at least one female, and 64% of group perpetrators included at least one male.

Key findings about **individual victims** of reported hate acts:

- 59% of victims were over the age of 40; 27% of victims were between the ages of 26-40.
- 54% of victims identified as **female** and 40% identified as **male**.

Key findings about **individual perpetrators** of reported hate acts:

- 53% of perpetrators were over the age of 40; 33% were between the ages of 26 to 40.
- 58% of perpetrators were identified as **male** and 34% identified as **female**.

For victims, whether they were individuals or in a group, the largest percentage of victims, when known, reported their race as Hispanic/Latino or Black/African American. Similarly, whether an individual or in a group, Hispanic/Latino was the highest perceived race/ethnicity of the perpetrator(s), followed by White/Caucasian. Tables 5 and 6.

TABLE 5 VICTIMS OF HATE ACTS – RACE/ETHNICITY*

Victim Race/Ethnicity	September 2019 – April 2023	
	Individual (n=1,478)	Group (n=106)
Hispanic/Latino	28%	41%
Black/African American	29%	31%
White/Caucasian	20%	24%
Asian/Pacific Islander	14%	17%
More than one race (Mixed)	8%	18%
Non-White	3%	8%
Middle Eastern	2%	8%
Decline to answer	5%	8%

*Percents may add to more than 100% because more than one race/ethnicity could be chosen by individuals or groups

TABLE 6. PERPETRATOR OF HATE ACTS – RACE/ETHNICITY*

Perpetrator Race/Ethnicity	September 2019 – April 2023	
	Individual (n=966)	Group (n=1,037)
Hispanic/Latino	32%	44%
White/Caucasian	25%	30%
African American	21%	29%
Asian/Pacific Islander	6%	9%
More than one race (Mixed)	5%	14%
White Supremacist	3%	7%
Middle Eastern	3%	6%
Non-White	2%	5%
Gang Member	2%	12%
Decline to Answer/Unknown	13%	15%

*Percents may add to more than 100% because more than one race/ethnicity could be chosen by individuals or groups

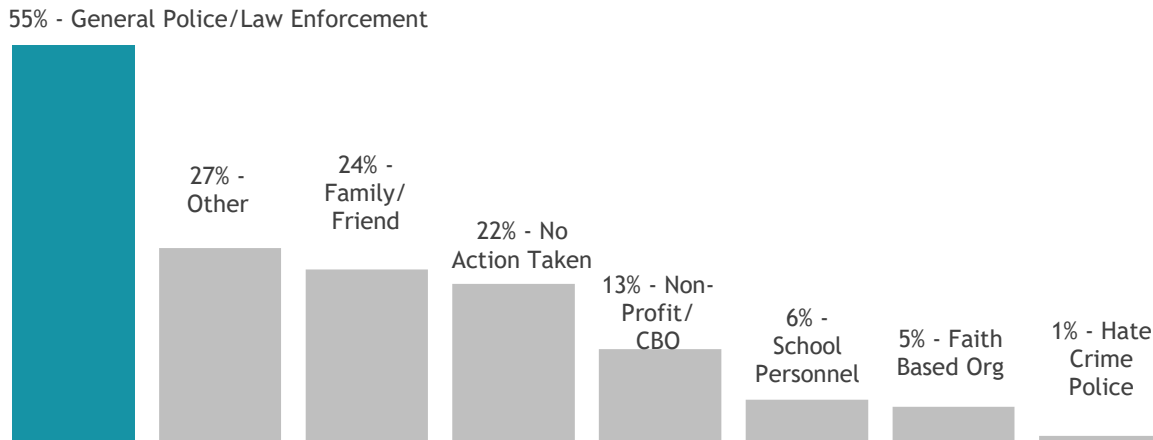
211LA IS NOT THE ONLY PLACE VICTIMS ARE REPORTING



55% of the time incidents were also reported to the general **police** or **law enforcement**. Only **24%** of the time victim would also tell their family or friends.

Victims reporting hate acts or incidents were also asked what actions were taken other than reporting the act to 211LA. Most often, victims chose to also report the incident to police or law enforcement. Figure 3.

FIGURE 3. VICTIMS ARE MOST LIKELY TO ALSO REPORT THEIR EXPERIENCE TO GENERAL POLICE/LAW ENFORCEMENT*



*Percents may add to more than 100% because more than one action could be chosen

A HIGH PERCENTAGE OF VICTIMS ARE OPEN TO RECEIVING CARE COORDINATION SERVICES



89% of people reporting a hate act initially consented to follow up support services.

When a report is submitted, the contact is asked if they consent for care coordination. Care coordination can include referrals to County agencies (e.g., Department of Consumer and Business Affairs, District Attorney's office, Department of Children and Family Services, Human Relations Commission), law enforcement, advocacy groups, and/or community-based organizations offering services (e.g., crisis intervention, legal aid, public awareness, emergency shelter, counseling, crime

prevention). From September 2019 to April 2023, a high percentage of persons reporting initially consented to receive care coordination (89% of 2,379 cases). However, follow-up analyses will need to be done to understand what percentage of victims follow-through with care coordination services and for what reasons they may or may not continue to receive care.

VICTIMS WHO DO RECEIVE CARE COORDINATION ARE GENERALLY SATISFIED WITH THEIR EXPERIENCE

70% of victims felt Care Coordination resources were helpful.

75% of victims had a positive experience with their Care Coordinators.

In May and June 2023 Vital Research administered a survey to individuals who experienced or witnessed a hate incident or bias event and submitted a report to 211LA or received care coordination services between July 1, 2022 through December 31, 2022. The purpose of this survey was to learn about their experience reporting a hate event to 211LA and receiving follow-up care coordination support. Two hundred and sixteen individuals were invited to participate in the online survey by email and/or phone and 30 responded to the survey. All respondents who participated in the survey were eligible to be entered into a raffle to win a free LA vs Hate t-shirt and winners were chosen at random.

Of 30 respondents, 29 recalled submitting a hate act report with 211LA. The respondent who did not remember submitting a report with 211LA was not asked any additional questions. Of the 29 remaining survey participants, nearly 80% reported receiving follow-up support from a care coordinator while 20% had not engaged with this service.

Survey results show that respondents had a positive experience with 211LA services overall. The overwhelming majority of survey participants *strongly agreed* or *agreed* that 211LA made it easy to report the hate act they experienced or witnessed (86%), that staff was supportive throughout the reporting process (70%), and importantly, that the services and information received from 211LA were in the language of their choice (e.g., English, Korean, Spanish, etc.) (92%). Table 7.

TABLE 7. RESPONDENT'S FEEDBACK ON 211LA REPORTING PROCESS (N=26-29)

How much you agree or disagree ...	Strongly Agree/ Agree		Disagree/ Strongly Disagree	
	n	%	n	%
I received services and information from 211LA in the language of my choice (e.g., English, Korean, Spanish, etc.)	24	92%	2	8%
211LA made it easy to report the hate act I experienced or witnessed.	25	86%	4	13%
211LA staff was supportive throughout the hate reporting process.	19	70%	8	30%

In terms of their engagement with follow-up services, 70% of respondents felt the resources, services, or referral(s) provided by their care coordinator after their hate report filing were helpful and 75% indicated having a positive experience with the coordinator who assisted them. Just over half of respondents also expressed that the assistance provided by their 211LA care coordinator helped them with the healing process after experiencing or witnessing a hate act/incident. Table 8.

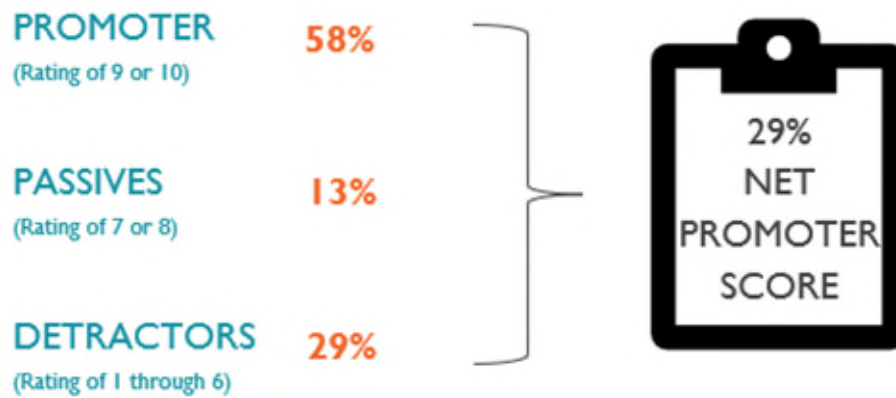
TABLE 8. RESPONDENT'S EXPERIENCE WITH CARE COORDINATION SERVICES (N=20-23)

How much you agree or disagree...	Strongly Agree/ Agree		Disagree/ Strongly Disagree	
	N	%	n	%
The resources, services, or referral(s) provided to me by the 211LA care coordinator after I filed a hate act/bias incident report were helpful.	16	70%	7	30%
The assistance provided by the 211LA care coordinator has helped me with the healing process from experiencing or witnessing a hate act/incident.	12	54%	10	46%
I had a positive experience working with the 211LA care coordinator who assisted me.	15	75%	5	25%

To get an overall feel for how victims who receive care coordination services felt about their experience, survey participants were also asked how likely they were to recommend a family member, friend, or someone else they knew who experienced a hate act/incident to 211LA, with 1=*not at all likely* to 10=*extremely likely*. Respondents who choose 9 or 10 are promoters, passives give a score of 7 or 8, and detractors give a score of 6 or lower. A Net Promotor Score (NPS) is calculated by subtracting the percentage of detractors from promoters. NPS ratings range from -100 to +100, and any score above 0 indicates a net positive perception of users' experiences with that program component. NPS ratings that are net positive at any level is desired with a rating of 50 or

higher being considered excellent.¹ The NPS for the sample of care coordinator recipients who responded to the survey was 29. Figure 4.

FIGURE 4. NET PROMOTER SCORE (N=24)



While in general survey respondents were satisfied with their care coordination experience, because only about half indicated experiencing healing, this may have made them more hesitant to recommend reporting their experience through 211. For this year’s evaluation, only a small percentage of care coordination recipients were able to be surveyed on their experience. Additional follow-up with victims is recommended not only to understand why they may or may not continue to receive care (as mentioned earlier), but to also gain additional insight into the impact that care coordination may have had on victims.

211 LA REPORTING & CASE MANAGEMENT SUCCESSES

211 LA was responsible for accepting hate incidents or bias reports as well as providing services and support to victims and/or witnesses through care coordination. A respondent discussed one success story in particular, where staff provided wrap-around services from housing support to legal aid for a vulnerable victim:

- *We had a client in Venice who was beaten with a hammer, unfortunately. [Staff] were able to get him victim’s compensation for his medical bills. We were able to help with neighborhood legal services to support him and they did. There were two perpetrators, and they found one, who was sent to jail. There’s still one perpetrator at large. [Victim] is really grateful to [staff], saying ‘I don’t know what I would have done. I didn’t know I could get my medical bills paid’ [...] we found him a shelter because he was homeless, needed to be away from the other perpetrator and the location [of the incident].*

Care Coordinators also frequently participated in training to improve their service delivery. These included training sessions for working with specific populations (e.g., foster youth, homeless population) as well as trauma informed care. The 211 LA has been extremely invested these training

¹ <https://blog.hubspot.com/service/what-is-a-good-net-promoter-score>

opportunities to best serve their clients and provide services with empathy and understanding, with one respondent stating:

- *We try and stay on top of trainings for different populations because every population is different. Every population has different needs and we need to be so aware of those. We ensure that we get any free training that we can so we can stay on top of it.*

Respondents reflected on the impact of this program and pointed to providing a voice to victims or witnesses of hate acts or incidents:

- *It's given people a voice, it's given our community a voice. [Some communities] don't like to report and if you don't tell us where it happened, and you don't need to [consent] to care coordination but if you do, it's there for you. If you don't tell us something happened in your community, then we don't know. If you tell us, we alert agencies.*
- *We tell them, you pushing forward helps the kid behind you. It helps a person in your neighborhood, you're helping your community. When we don't say anything, that means we're saying it's okay, and it's not okay. This campaign has definitely given [victims] a voice. It's given [victims] hope.*

Looking ahead, respondents aim to continue raising awareness about this important resource, making it as widely known as 911. Respondents were also interested in developing stronger collaborations with other networks such as LAPD, and having a designated point of contact at organizations to facilitate service delivery:

- *Everyone is clear about 911, we need to be as clear about 211*
- *Where do we go from here [...] to be interconnected with a network, where [the partnership] is tighter with LAPD, local police, sheriff's department, DA's office to help crime victims where everyone is a phone call away. To have a stronger network would allow us to make bigger strides. Having a liaison in certain departments would be so helpful in growing and creating a stronger network.*

LA VS HATE RAPID RESPONSE NETWORK

LA vs. HATE's response network is comprised of a group of organizations that provide campaign support and respond to case referrals with direct resources and is responsible for the provision of services. As campaign partners, this team also aimed to deepen community awareness about LA vs HATE, identify and develop additional pathways to combat hate, and strengthen collaboration between campaign entities. The response network continued to advance the campaign's goals, with a total of 14 partners. Special Services for Groups, Inc. (SSG) was the lead contractor of Los Angeles County to manage the partner network for LA vs Hate. These partners were subcontractors and included the following groups:

- 1) AAPI Equity Alliance (formerly A3PCON)
- 2) Antelope Valley Partners for Health (AVPH)
- 3) Anti-Defamation League - Los Angeles
- 4) Asian Americans Advancing Justice So Cal
- 5) Bienestar/Hate Violence Prevention Partnership of LA
- 6) California Conference for Equality & Justice (CCEJ)
- 7) Coalition for Human Immigrant Rights (CHIRLA)
- 8) Communities Actively Living Independent & Free (CALIF)
- 9) L.A. Commons
- 10) LGBTQ Center Long Beach
- 11) Los Angeles LGBT Center
- 12) San Fernando Valley Community Mental Health Center, Inc.
- 13) TransLatin@ Coalition
- 14) Western Justice Center

RESPONSE NETWORK SUCCESSES AND IMPACT

The three main areas of success and impact of the Rapid Response Network were in the areas of a) building awareness of the LA vs Hate program, b) increasing direct service provision, and c) the working relationships with the network partners and LA vs Hate staff.

AWARENESS

Awareness, or ubiquity, of the LA vs Hate message, was a large goal from this year of the program. Many network partners remarked that they have noticed a marked increase in awareness due to their work and the program's activities more broadly. Before the program existed, "people didn't know where to report these incidents" but now they have knowledge of where to go to report and get resources. This is shown in many ways, such as the great recent press coverage with Robin as "a great spokesperson" for LA vs Hate.

- *"The awareness piece and the arts campaign has been very strong."*
- *"We should never discount the signaling that is created by such a program."*
- *"...just simply having a voice, and be transparent, and letting others know about what you are going through when it comes to these hate crimes, and being able to ask for help, helps a lot when it comes to bringing in peace in the community or preventing violence to continue, or reducing violence."*

Awareness growing activities included poster placement in areas that community members frequent (e.g., mall panels), and social media posts. An example of a social media post from one network partner is education about the difference between a hate crime and a hate incident and information about 211 and how to report these different hate acts.

- *“From a visual perspective throughout the city, I see their footprint, which I think is great.”*

The art-focused nature of the initiative has helped spread awareness further than other methods could. Examples of the art produced by the program include public murals, nail art, photography, and sandcastles. This art conveys to the public that “we’re trying to all sorts of modes to reach out to the public.”

- *“Art provided a very democratic platform... something graphical was more powerful and a lot clearer... than something textual.”*

SERVICE PROVISION

Direct service provision is unique to each network partner and the community they serve, but they all converge on a similar goal under the banner of LA vs Hate. This increase in direct service provision is a natural result of the increase in demand for services.

- *“...an increase in people coming to us and asking for resources, not just reporting ‘this happened’ but also feeling comfortable enough to ask [for help].”*

Service provision can take the form of informational and educational materials and outreach, as well as directly supporting those impacted by hate acts. Examples of educational materials produced and delivered are action cards based on the Know Your Rights campaign.

Examples of outreach are events such as Facebook Live sessions, resource fairs, and phone banking campaigns. For example, one network partner hosted a Transgender Day of Visibility event that was well received and helped show LA vs Hate’s mission as encompassing intersectional issues. Another partner was able to provide training for other program partners (e.g., meditation sessions) that helped boost the skill set of other stakeholders.

STAFF RELATIONSHIPS

Network partners remarked often about the great working relationship they had with LA vs Hate staff members. They noted that the staff was responsive to inquiries and concerns and help them feel like they are not alone in the fight against hate.

- *“They are being mindful, but also intentional in making sure that we who are at the local level have the support we need to be successful.”*
- *“The team, Rick and his colleagues have been amazing.”*

SOCIAL MEDIA AND MARKETING

LA-based creative agency, TaskForce PR (TF), leads the marketing and media campaign to publicize and raise awareness of the LA vs Hate campaign. The key objectives of the LA vs Hate marketing campaign in Year 3 centered on brand ubiquity to make every resident in LA County aware of the campaign and overall increase the number of monthly hate act and incident reports to 211LA. With these chief goals, marketing strategies focused on deepening partner engagement which included efforts to expand partnerships with a broad range of LA County Departments, increase collaboration with current network stakeholders, and explore private sector relationships. The campaign also engaged activists, artists, celebrities, influencers, and students as community ambassadors who supported awareness building efforts by using program toolkits, posting existing or developing new digital content. The campaign also aimed to expand their media presence by building relationships with local reporters and conducting LA vs Hate training with stakeholders.

At the close of the 2022-23 program year, the campaign had engaged all Supervisor's offices in at least one LA vs Hate event and had partnerships with nine different County departments and organizations, with four existing and five newly developed large scale partnerships. Figure 5. Collaborations with community-based organizations (CBOs) were also organized which resulted in the creation of large-scale murals and the development of community workshops.

FIGURE 5. LA VS HATE YEAR 3 OFFICIAL PARTNERS



DIGITAL CONTENT

The LA vs Hate Campaign saw the largest impact to date on total digital impressions (639 million), total reach from press mentions (8 million+), and branded marketing pieces distributed throughout the County (54,000+). In Year 3 of programming, there were 20,000 visitors to the new LA vs Hate website, demonstrating a 70% increase in web traffic from the previous year. The LA vs Hate monthly newsletter also experienced an increase, 29% since the last year, with 909 subscribers to date since its introduction in January 2022. The campaign garnered over 639 million digital impressions.

Digital Content Overview

During 2022-23, the overall was nearly **639 million views of LA vs Hate content**. Since our campaign launch in Summer 2020, LA vs. Hate GIFs and Stickers have over 1.9 billion served and shared views.



Served views

A served view is anytime the platform is served to a user, whether on a website, app or via an API. A single view is counted when a GIF is served, regardless of how many times it loops.

Share rate

Share rate is the rate at which a GIF is shared after it is served. Share rate is provided by the GIF platforms to certain accounts.

Share views

We apply a rate of 100 views per share. We calculate our social views (including social, text, email) by multiplying on platform views, share rate and average views per share.

Total views

Total views are simply served views + social views.



GIF and sticker development was of particular interest as they are a language universally accepted by Millennials and Gen Z², a key target audience for the overall campaign. The campaign continued to expand their content library in alignment with community needs.



Community Focused
We rebuild content for each city in LA County so that residents can show neighborhood pride while standing in solidarity with LA vs Hate.



Rapid Response
We developed content to support communities in the wake of hate. From LGBTQ+ content to support the trans community - to content in favor of protecting religious communities - we stand with those targeted for hate.



Evergreen with 211CTA
For UAHW and the Summer of Solidarity we created a library of sticker style assets for people to add to their social media posts promoting our ongoing work.



UNITED AGAINST HATE WEEK

LA vs Hate’s third annual United Against Hate Week (November 13 – 19, 2022) was designed to raise awareness about the dangers of hate and the need for respect and civil discourse among all LA County residents and students. The week began with a press conference at the Kenneth Hahn Hall of Administration. Diverse leaders from across the County spoke on the significance of United

² Generally, millennial refers to those who were born between 1981 and 1996 and Gen Z refers to those born between 1997 and 2012

Against Hate Week and working together to denounce hate in our communities including Supervisor Mitchell, Martin Estrada from the US Attorney’s Office and LA District Attorney George Gascon. A total of 49 official partners participated in the week-long set of activities. Thirty-two events were held throughout LA County with approximately 2,410 attendees. Marketing strategies put forward to build visibility of United Against Hate Week were also successful with over 854,000 people reached digitally across online platforms.



Robin S. Toma, Executive Director of Los Angeles County Commission on Human Relations, is pictured above at Kenneth Hahn Hall of Administration with partners, City officials, and community members denouncing hate during LA vs Hate’s third annual United Against Hate Week in November 2022.

ARTS AND CULTURAL INTERVENTIONS

In Year 3, in addition to United Against Hate Week there were three additional deeper partner engagements that engaged a wide net of existing, new, and potential partners that used arts and culture to disseminate the message of LA vs Hate. These were the Watts Community Project and Mural, the Summer of Solidarity, and the Be the Change installation. These projects, as described by TaskForce, included:

- 1) **WATTS COMMUNITY PROJECT AND MURAL** – A series of events and activities were completed under the Watts Community Project and Mural activation between June 18, 2022 and March 4, 2023:
 - **Watts Community Poster Project** – With LA Commons, an LA vs Hate network partner and in partnership with LA County Parks Department, a group of young South LA artists went through workshops facilitated by artists Ethel Zarinana to create LA vs Hate posters that expressed strong sentiments. The workshops took place twice a week from July 14th through August 19th in 2022 with 11 South LA youth participating. The resulting art they developed was designed with an emphasis on immigrant and transgender issues and final

posters were distributed at all LA vs Hate events with a postcard describing the development process.

- **Watts Teach-In and Mural Project** – Watts community members were invited to work with local artists, teachers, and community organizers to learn more about the history, culture and power of collaboration and art as a healing tool. This activity was held in preparation for the upcoming mural at the Watts Historic Train Station. While the workshop took place on June 18, 2022 at the Watts Historic Train Station, the mural was completed and unveiled on the International Day of Compassion on July 31, 2022.
 - **Watts Community Unveiling Event** – A newly completed 200-foot mural titled “Unity Under the Sun” was unveiled at the Watts Historic Train Station on March 4, 2022 in partnership with the nonprofit Build Plus Community Marketplace and collaboration with local artists Misteralek and Showzart. This art spans the walls surrounding the train station and conveys a message of diversity, love, and honoring the cultural history of the community. This event garnered 250 attendees.
- 2) **SUMMER OF SOLIDARITY** – Planning and implementation of LA vs Hate’s Summer of Solidarity began in May with the objective of building awareness of the program and 211LA services while uplifting and celebrating LA County’s cultural diversity. Officially kicked-off on May 21, 2023 on World Cultural Diversity Day, this activation continued into the next program year (July 2023). Monthly art-led community-centered activities will focus on campaign messaging.
- **LA Galaxy Game** – LA vs Hate conducted a “pop up” at the LA Galaxy game which celebrated AAPI heritage month with hundreds of promotional merchandise distributed.
 - **Jewish Community Mural Unveiling** – This event brought together interfaith leaders and residents of LA County to celebrate the launch of Summer of Solidarity, the Jewish culture, and fight against antisemitic hate. This unveiling ceremony included key speakers from LA County Commission on Human Relations and Supervisor Lindsey Horvath among others with a community celebration that included traditional klezmer music by local band Mostly Kosher. LA vs Hate, 211LA, and AAAJ-SoCal informative material and merchandise was provided to attendees. Over 250 attendees participated in the unveiling event.
- 3) **BE THE CHANGE INSTALLATION** – This activation provided an opportunity to speak about injustice and provide action steps to be agents of change in the community. LA vs Hate was invited by the Skirball Museum to be featured in the new Be the Change project, an art and activism initiative that is inspired by the Jewish tenant of justice and drawing from ritualistic Tzedakah boxes. LA vs Hate collaborated with artists and created work that illuminated issues of injustice and empowered community members to seek change. The installation is on view in West Hollywood from June 15 through September 30, 2023. *Plummer Park Community Center, 7377 Santa Monica Blvd, Los Angeles, CA 90046.*

In addition to these extended arts and cultural engagements, implemented by TaskForce and other partners, there were also an additional 69 events, an average of 6 events per month, where LA vs Hate was able to attend and/or table. This effort was led by SSG, the lead agency for the Rapid Response Network. These community events were used to build relationships with various

communities and educate them on LA vs Hate and 211 LA. Many of these events were also in the realm of arts and cultural interventions, such as the 23rd annual Long Beach Lunar New Year Festival and the CicLAvia Juneteenth Celebration and Resource Fair in Culver City. Other events included engagements such as a Listening Roundtable with the US Department of Homeland Security.

LA VS HATE MERCHANDISE

TF also produced and distributed 56,692 physical LA vs Hate materials and merchandise to expand program visibility throughout communities. These included program stickers, posters, business cards, t-shirts, buttons, magnets, and pencils among others. Table 9.

TABLE 9. LA VS HATE MATERIALS AND MERCHANDISE PRODUCED BY TASKFORCE TO INCREASE PROGRAM VISIBILITY.

Merchandise	Count
Stickers	17,600
Posters	13,002
Business Cards	10,000
T-Shirts	5,000
Buttons	4,750
Magnets	2,500
Pencils	1,500
Coloring Sheets	500
Flyers	250
Beach Balls	250
Bucket Hats	250
Bus Shelter Cards	50
Bus Shelter Posters	30
Feather Flags	4
Tablecloths	3
Banners	2
Tent	1
Grand Total	56,692

SOCIAL MEDIA & MARKETING SUCCESSES

Sharing highlights from the social media and marketing perspective, LA vs Hate campaign participants discussed successful programming during United Against Hate week which engaged community members and increased visibility. In addition, Summer of Solidarity was launched in May 2023 that included mural artwork displays throughout five different communities. A comprehensive toolkit was also created, which presented residents options for hosting their own community events.

Describing these milestones, respondents said:

- *[Summer of Solidarity] was launched to galvanize partners to continue taking a stand against hate. It is unique in that we are anchoring the program in doing five murals in the five different supervisorial districts of the community and we're working with some of the LA vs Hate network partners and they are acting as our COB partners to get community members involved in the mural development. Beyond the murals, we're giving resources and finishing a toolkit to share with partners so they can also find ideas and ways for them to be a part of Summer Solidarity.*
- *The toolkit [for United vs Hate Week] had over 20 ideas on how individuals can host and create their own community events by doing volunteering days, hosting a cultural dance class, or performance, many creative and art-forward ideas. We also promote our resources.*

Other achievements included earned media coverage that led to “broadcast segments on multiple stations, multiple articles in local publications throughout the Los Angeles County region and ethnic media coverage, definitely in Spanish [...] [Taskforce] coordinating footage and quotes, and on-site media interviews with key stakeholders to ensure that press had everything they needed.” Taskforce also introduced a new staff member, Director of PR, to their team to advance earned media efforts.

DREAM RESOURCE CENTERS

Eight Dream Resource Centers were developed between July 2022 and June 2023 across two middle and six high schools in Los Angeles County to increase school safety, student’s self-perceived sense of belonging, student engagement and leadership skill building. Two of the Dream Resource Centers were managed by Asian Youth Center (AYC) (John F. Kennedy in Granada Hills High School and Piute Middle School) and the remaining six were managed by Helpline Youth Counseling (HYC) (Fedde Middle, Artesia High, Norwalk High, La Puente High, Morningside High, and Inglewood High Schools). These Dream Resource Centers were introduced in communities that were especially impacted by COVID-19 pandemic-related hate and provided important resources and services to support youth in their healing from trauma or hate. Figure 6.

Dream Resource Centers operated with cultural competence to the vulnerable groups served, who have historically been targets of hate violence and bias as a result of race, ethnicity, national origin, gender or gender identity, sexual orientation, religion, disability, bullying, immigrant status, or perceived immigrant status. These centers primarily focused on art intervention/activism as well as restorative justice, peer mediation and peer-to-peer counseling. Dream Resource Centers aimed to grow student leaders and build their skills in six key areas: conducting meetings, community outreach, civic engagement, community building, public speaking, and student-led projects. Dream Resource Center programming employed a variety of art and cultural interventions to help vulnerable youth overcome consequences of hate.

While all Dream Resource Centers were aligned with these primary goals, each center also had a specific subset of aims based on the needs of their students and community. HYC’s mission to support at-risk youth, build resilient communities through trauma-informed, early intervention,

education and treatment services guided their management of six Dream Resource Centers. AYC, a community-based non-profit organization, also aimed to empower at-risk youth of all communities to overcome barriers and managed two Dream Resource Centers. The direct staff at Dream Resource Centers were referred to as Site Supervisors.

FIGURE 6. EIGHT DREAM RESOURCE CENTERS IMPLEMENTED ACROSS LA COUNTY



DREAM RESOURCE CENTER PROGRAMMING FOR STUDENTS

Dream Resource Centers had an overall successful first year of implementation with a wide variety of workshops and events held for students. Dream Resource Centers generally had students visit daily to use the safe space or to simply hang out, to take advantage of tutoring or do their homework there, to build their leadership skills through activities offered, and/or to participate in art and cultural interventions.

Overall, there were a total of 15,509 student visits to a Dream Resource Center across all eight sites during their first year of implementation. Students were also provided the opportunity to participate in a variety of workshops and events, restorative justice training, peer-to-peer counseling, and referrals to mental health services. In their first year, Dream Resource Centers held 133 student workshops with nearly 3,000 student attendees and also provided restorative justice training and peer to peer counseling to students.

Student Services Provided through 8 Dream Resource Centers



133 workshops or events held with 2,917 student attendees



35 trained in restorative justice



33 participated in or received peer-to-peer counseling



50 received referrals to mental health services

Importantly, when surveyed, 92% of students who responded across the six participating Dream Resource Centers reported increased levels of school engagement, feelings of school safety, and plans for positive school outcomes per school year as a result of visiting their Dream Resource Center. Additionally, 97% of students who participated in the survey reported finding the activities and workshops offered at their Dream Resource Center engaging and reported they always felt included when visiting and 98% were either *extremely likely* or *likely* to recommend the center to a friend or peer, demonstrating a strong positive view of the resource. Figure 7.

FIGURE 7. 98% OF STUDENTS ARE LIKELY TO RECOMMEND DRC TO THEIR FRIENDS (N=357)



When compared to district-level measures of engagement and sense of belonging from the previous academic year (2021-2022)³, students who engaged with the Fedde, Artesia, and Norwalk Dream Resource Centers indicated higher levels of engagement and belonging. At ABC Unified School District, which hosts the Dream Resource Centers at Fedde Middle School and Artesia High School, district-wide in 2021-22, 87% of 7th grade students and 80% of 9th & 11th grade students said that at school they do interesting activities. However, 98% of Fedde Dream Resource Center participants and 99% of Artesia Dream Resource Center participants agreed that the activities and workshops offered at the Dream Centers were engaging. Similarly, district-wide at Norwalk-La Mirada 79% of 9th & 11th graders in 2021-22 said that they participate in interesting activities at school, but 95% of Dream Resource Center participants at Norwalk High School said they found the activities and workshops offered there engaging. District-wide, students were also asked how much they agreed

³ District-wide measures are from the results of the California School, Climate, Health and Learning Surveys (CalSCHLS), available for ABC Unified School District (Dream Resource Centers at Fedde Middle School and Artesia High School) and Norwalk-La Mirada Unified School District (Dream Resource Center at Norwalk High School).

with the statement, “I feel like I am part of this school.”⁴ In 2021-22, at ABC Unified School District, 79% of 7th graders and 65% of 9th & 11th graders agreed with that statement. However, when Dream Resource Center participants were asked if they always felt included when they visit the Center, 98% and 100% of students at Fedde and Artesia, respectively, agreed they felt included. At Norwalk-La Mirada, district-wide 65% of 9th & 11th graders said they feel like they are part of their schools in 2021-22, compared to 95% of Norwalk Dream Resource Center participants who felt included when visiting the center.

DREAM RESOURCE CENTER PROGRAMMING FOR PARENTS & TEACHERS

A secondary goal of the Dream Resource Centers during the first year was to incorporate community events with parents, caregivers, teacher allies, staff, and other community members into their programming. As Dream Resource Centers move into the second year, this will become a larger focus. To date, 473 parents, caregivers, and community members came to one of the eight Dream Resource Centers to get information and connect with the staff. In addition, 751 teachers and school staff came to one of the eight Dream Resource Centers to connect or engage with the staff and students.

**Dream Resource Center
Teacher & Staff Activity Examples**

	Staff Appreciation Events Celebrated staff, cultivated allies, and provided information on available resources.
	Presentations Educated on restorative justice.
	Conflict Training and Restorative Practices Western Justice Center led restorative justice education and discussion.
	Mediation Held conflict mediation sessions between teachers and students.

There were 21 events for parents, caregivers, and community members with a total of 635 attendees. These events included workshops for parents on topics such as advocacy for themselves and their children, conflict resolution within the home, and community roundtables organized by the Department of Violence Prevention or Dream Resource Center staff to see what community members would like for the center to provide. Parent discussions with center staff have reportedly led to many new ideas and parent interest about the centers for the coming academic year.

There were also 39 events for teachers and school staff, with 697 attendees. These events included teacher ally lunches and sports tournaments (e.g., basketball, softball, and rock paper scissors) to create community amongst students, teachers, and school staff. Other events were aimed at creating community amongst Dream Resource Center staff and school staff, and those included things such

⁴ To make this comparison, the percent who agree with the survey item “I feel like I am part of this school” from the CalSCHLS survey was recalculated to include just those who responded with strongly agree, agree, disagree, or strongly disagree to item. The CalSCHLS survey included a “neither disagree or agree” option, which was not included on the Dream Resource Center student survey.

as tours of the center and an explanation or presentation of resources available through the center and staff or stakeholder meetings to open a dialogue between groups.

LINGUISTICALLY COMPETENT HATE REPORTING & CASE MANAGEMENT SERVICES

To build language capacity and offer victims of hate case management services in a variety of languages, 211 LA and AJSOCAL were both avenues for reporting acts of hate and receiving follow-up care. 211 LA was the primary mechanism for the reporting and provided care coordination and referrals to victims or witnesses of hate acts between July 1, 2022 and December 31, 2022. AJSOCAL also provided case management support and services in Asian languages between July 2022 through June 2023.

211 LA received 355 reports of hate incidents, with the majority being crimes of discriminatory treatment, other crimes or harassment, derogatory names, and/or threats of violence; motivations for these crimes or harassment incidents were due to race/ethnicity/national origin, gender, disability, and sexual orientation among others. In response, 313 service needs were identified and 211 LA provided related referrals.

AJSOCAL provided case management services to victims and witnesses of hate incidents as well as translation support in Asian languages such as Chinese (Mandarin and Cantonese), Korean, Tagalog, Thai, and Vietnamese. AJSOCAL also contributed to awareness building efforts and included LA vs Hate promotional materials in their tabling and outreach events. Generally, 211 LA was the first to receive hate reports and transitioned clients to AJSOCAL when appropriate. Between July 2022 and June 2023, AJSOCAL had 109 cases referred for case management. AJSOCAL provided a total of 486 referrals, with the top three categories being victim/witness assistance (109), other specialized legal assistance (84), and support groups (83). Of these referrals, case managers confirmed 100 were services received by clients. The total number of victims receiving linguistically competent follow-up from 211LA and AJSOCAL combined was 464, in Year 1 of additional ARP-supported funding.

“I am extremely grateful for 211LA's services, compassion, support and generosity since that traumatizing day, up to 3 months later, when my wonderful case worker did all the hard work with my paperwork and also accompanied me to [Name] Courthouse for a restraining order against the perpetrator. As a disabled senior I was given loving care and a wheel chair via Helpful Hands. I received regular phone calls which was a great healing "session" for me. I can attest to the amazing, helpful care coordinators who gave me tremendous hope that there are many good people in this world. I am eternally thankful to them.”

“AJSOCAL was essential in healing from the hate crime we experienced. AJSOCAL went above and beyond to provide us with the support we needed.”

Vital Research administered surveys to individuals who reported hate and received care coordination support from 211 LA and AJSOCAL in May 2023. Survey results showed that respondents had a positive experience with 211 LA services overall. The overwhelming majority of survey participants *strongly agreed* or *agreed* that 211 LA made it easy to report the hate act they experienced or witnessed, that staff was supportive throughout the reporting process, and importantly, that the services and information received from 211 LA were in the language of their choice.

All clients who participated in a brief feedback survey about AJSOCAL services said that they *strongly agreed* that their experience working with the AJSOCAL case managers was positive, that the assistance and resources/services they received were helpful, and that the information was in the language of their choice.

LAW ENFORCEMENT TRAINING

TaskForce was responsible for increasing awareness of the ability to report hate acts to 211LA and the resources available to victims or witnesses among law enforcement members specifically.

TaskForce collaborated with stakeholders such as Los Angeles County Sheriff Department (LASD) and Countywide Criminal Justice Coordinating Council (CCJCC) to develop a training video (which can be seen [here](#)) for law enforcement agents that covered information on the campaign to enhance reporting and referrals to needed case management services. Prior to the development and distribution of the training video, TaskForce trained law enforcement members through verbal presentations. Altogether, TaskForce trained 559 law enforcement personnel at many different agencies across the County.



Importantly, the impact of the trainings can be seen by tracking the number victims who report a hate act through that indicate they heard of LA vs Hate through law enforcement. In the year before the first year of ARP funding (July 2021-June 2022), there were 49 instances where victims said they heard of LA vs Hate through law enforcement. During the first year (July 2022-June 2023), the total

count was 86. There was an increase of 76% in the number of victims who indicated they heard of LA vs Hate through law enforcement, much higher than the target of a 10% increase.

The evaluators created a follow-up feedback survey for training video viewers to understand from participants if they had learned *new* information on how to help victims of hate report their experience and to what extent they perceived they would use the resources for victims of hate. Results of this survey will be presented in the 2023-2024 report as data collection remained ongoing at the time of this report.

Two stakeholders, one from LASD and one from CCJCC, participated in an interview to share their experience with the development of the training video, successes of the production, and any ideas for improving this component going forward. One person spoke about the small working group that was brought together to determine the best strategy for this training. The group's ultimate goal was to bring forward a brief but effective

TaskForce printed and distributed **17,800** brochures, business cards, and other promotional material about the campaign and ability to report hate. The business cards specifically were distributed to law enforcement agencies across the County to be provided to victims of hate to equip them with information on how to access case management services in their preferred language.

training video; that it would be accessible and advise officers on the supports readily available for victims of hate. There was certainly a balance to be achieved between providing a comprehensive guide to officers while ensuring implementation of the video would be feasible for all departments. Stakeholders were understandably hesitant to produce a lengthy video that may have been impractical to implement so they worked closely with law enforcement members including chiefs to understand what could be most effective from a departmental standpoint. Requesting that law enforcement members participate in this training would mean time away from their shift so the committee was especially interested in providing a tool that was convenient.

“The video hit the marks in terms of **giving a really concise but at the same time thorough overview of what LA vs Hate can do**. It communicates this to an audience in a brief video that can be shared via link if departments want to shoot it out, or they can share it at a roll call meeting, and use it in a variety of ways that fits the department. I think it was done in a way that was pretty successful at providing the information from the perspective of law enforcement. Being able to provide this training in a short video but in a way that is not necessarily viewed as some external program that's coming in and trying to implement something new in their department. I think it **does very well as providing an overview of the program** but more from how it **benefits law enforcement agencies** and the perspective of these departments **who are experiencing these calls on a regular basis.**”

Stakeholders were also focused on making it clear to law enforcement departments that this training element wasn't a demand but an essential resource for them, especially in cases where hate incidents do not rise to the level of a hate crime; these particular cases can be difficult to navigate as there's no particular response warranted by law enforcement if no criminal act was committed. But, with the training video, law enforcement members could learn more about how LA vs Hate provides them an opportunity to provide support to those impacted in these circumstances.

NEXT STEPS AND LOOKING FORWARD

For the initial components of the LA vs Hate campaign (i.e., social media and marketing, arts and culture-based interventions, anti-hate reporting, and the rapid response network), focusing on these key components without losing site of the overall goal will be important as the County works towards institutionalizing and sustaining the LA vs Hate program. Given the nature of the work by all the partners involved with the campaign, stakeholders often mentioned feeling that additional program goals or last-minute needs constantly “popped” up and that implementing ad hoc activities made it difficult to stay on task. From the perspective of the network partners, both rapid and long-term responses to address hate in the community will be needed. Moving forward, many stakeholders would like to see local communities and cross-group partnerships develop (e.g., in the past the Japanese American community showed solidarity with the Muslim community when the Muslim community was being targeted). Bringing groups together would promote inclusion and help all understand that “my struggle is not my struggle to carry alone.” While there was recognition that the work being done by LA vs Hate is difficult and challenging, there was also acknowledgement of the importance of the campaign and the need to work towards sustainability.

Moving forward, each of the additional LA vs Hate campaign components that are ARP-funded will also continue develop and grow. There are plans for a ninth Dream Resource Center to open during the 2023-24 academic year. Programming for students will continue at each center and Dream Resource Center staff were also looking ahead to expanding workshops and resources for parents, community members, teachers, and other school personnel. In the second year the site supervisors would like to see additional trainings and collaboration with other Dream Resource Centers, as well as other members of the LA vs Hate community.

LA vs Hate will also continue to utilize the services of AJSOCAL to maintain the ability to offer care coordination and case management services in additional languages. This continued increase in their capacity will allow for a wider range of hate act victims to receive support and address the healing needed from experiencing trauma.

The training video developed for law enforcement personnel is available for view on the LA vs Hate website. (<https://www.lavshate.org/programs>) The campaign, in collaboration with TaskForce, will continue to work with law enforcement partners to use the video as the basis for training County law enforcement personnel and departments about LA vs Hate and continue to spread the message about the ability to report instances of hate and bias through 211 LA.

Cecil ‘Chip’ Murray, L.A. civil rights icon and spiritual leader, dead at 94



The Rev. Cecil L. Murray made Los Angeles' First African Methodist Episcopal Church the most prestigious Black church in the city.

(Anacleto Rapping / Los Angeles Times)

By Gayle Pollard-Terry

April 6, 2024 **Updated** 10:45 AM PT

The Rev. Dr. Cecil L. “Chip” Murray, who made the First African Methodist Episcopal Church the most prestigious Black pulpit in Los Angeles, attracting presidents, governors and mayors to hear his dynamic sermons, has died.

Murray died of natural causes Friday evening at his home in the View Park-Windsor Hills neighborhood of Los Angeles County, his son Drew Murray said. He was 94.

“He was a man who gave God his all,” he said. “He was a devoted husband, and a loving and caring father.”

Los Angeles Mayor Karen Bass issued a statement honoring Murray's legacy.

"Today we lost a giant. Reverend Dr. Cecil Murray dedicated his life to service, community, and putting God first in all things," Bass said. "I had the absolute honor of working with him, worshiping with him, and seeking his counsel. My heart is with the First AME congregation and community today as we reflect on a legacy that changed this city forever."

During his remarkable 27-year tenure as senior minister, Murray built the First AME congregation from several hundred members to more than 18,000 worshipers whose support was often courted by elected officials and political candidates.

Presidents George W. Bush and Bill Clinton visited while Murray was in charge. California governors Pete Wilson, Gray Davis and Arnold Schwarzenegger spoke from the pulpit. Los Angeles Mayors James K. Hahn and Richard Riordan stopped by regularly, and Mayor Tom Bradley was already a member of the city's oldest Black congregation when Murray arrived.

Compassionate and charismatic, Murray emphasized taking Christian beliefs beyond the modern church building that housed his congregation, a structure that was designed by pioneering Black architect Paul R. Williams on a hill near Western Avenue and Adams Boulevard looking out at the L.A. skyline.

"On his watch, First AME became a church that went beyond the stained-glass windows and the walls," the late [John Mack](#), head of the Los Angeles Urban League, said at the time of the pastor's retirement in 2004. "It became a very important religious institution meeting pressing human needs."



The Rev. Cecil “Chip” Murray celebrates mass at the First AME Church in Los Angeles. After 27 years, Rev. Murray retired in 2004 as head of one of Los Angeles’ most visible churches.

(Genaro Molina/Los Angeles Times)

Murray, Mack said, led the church in helping feed the hungry, find jobs for the jobless and help those who “didn’t have money, were out of work, out of hope.”

Mack was among many prominent city leaders who worked with Murray on police brutality issues, public education, bridge-building with other communities and mayoral commissions addressing issues involving Black Americans.

Passionate about education, Murray helped the congregation start a private school, which is now named after him, and saw that thousands of students received college scholarships.

Equally determined about economic development, the pastor pushed the church to partner with government or corporate sponsors, especially after First AME became an

epicenter of L.A.'s Black community — and he became internationally known — during and immediately after the 1992 Los Angeles riots.

“I saw my father on television. I heard him on the radio. So many newspapers called the house, from Philadelphia, Washington, D. C., one lady even called from Australia,” his son, Drew David Murray, recalled at the time of his father’s retirement.

Murray did the “Today” show. He did “Nightline.” He talked to Time and Newsweek, to National Public Radio and to reporters from all over the world.

“The exposure, of course, brought some positive [images] about this Black church, some confirmation that the Black church in the Black community is the center of help in time of crisis and the center of change when change is needed,” Murray said in a 2004 interview with The Times. He networked with corporate CEOs and wealthy celebrities who offered help.

Among other things, Disney set aside \$1 million for business loans, and former Arco chairman Lodwick Cook kicked in half a million. Singer Barbra Streisand contributed \$50,000 for food for those who had been affected by the riots. Arsenio Hall helped procure a building for housing youth activities.

“So we began to have inroads and resources, some of which have continued even to this present day,” Murray said in 2004.

The leadership at First AME also developed long-term projects to increase the economic vibrancy of the neighborhood around the church and provide access to capital for entrepreneurs who were starting or expanding businesses that provided jobs.

“One of the things that Rev. Murray is going to be most noted for — not just the baptisms, the funerals he preached and the great sermons — but the lasting institutions, all the different housing, apartments and home loans,” Bernard Kinsey, a church trustee, said while planning the minister’s 75th birthday celebration. First AME is “a real diversified business of \$60 million, and that just didn’t happen overnight.”

For example, under the minister’s leadership, First AME initiatives transformed crack houses and shabby apartment buildings into 2,000 affordable housing units for low-

income families, seniors, disabled people and people with AIDS. The church also assisted thousands without homes, fed 5,000 families annually and helped hundreds of families get home loans and even purchase homes.

Jobs and training; employment assistance for ex-prisoners, welfare recipients and others down on their luck; free legal advice; AIDS programs; transportation services; adoption aid; support for foster children; emergency clothing — all this and more were available through First AME.

Its most ambitious undertaking, the FAME Renaissance Center, opened in 2001 to house the church's economic development arm, which was intended to create jobs and provide hope in a neighborhood that had been depressed by civil unrest. First AME leaders — using millions from city, state and federal sources, plus corporate contributions from Disney, State Farm Insurance and Wells Fargo Bank — transformed a 90-year-old building that had been a telephone switching station into a modern edifice containing 54,000 square feet of office and meeting space located around the corner from the church.

Bush spoke there in 2002 on the 10th anniversary of the riots, praising the church's faith-based programs as a means of helping the community in "rebuilding herself with great hope and great promise."

Looking back a quarter of a century after the riots, Murray said the scars of the turbulence had never fully faded.

"Even today the tension is real," he told *The Times* in 2017. "The police are our protectors and our defenders. But the question comes, who will protect us from our protectors? Who will defend us from our defenders?"

A fifth-generation African Methodist Episcopal, Murray often speculated that his family was related to Jane Murray, one of the worshipers who walked out of a white church in Philadelphia in 1787 during a controversy over where Black Americans would be allowed to pray. The long ago protest led to the founding of the first Black denomination in the United States, which Murray described as "the mother church of Black America."

Murray's roots were in South Carolina, where his mother's grandparents were slaves. His father was born in 1900, just 35 years after the Civil War ended, yet he graduated

from college at a time when most Southern Blacks still didn't have the opportunity to even complete grade school.

A position as a high school principal led his father to Lakeland, Fla., where Murray was born on Sept. 26, 1929, and nicknamed "Chip," as in "chip off the old block."

The family moved to West Palm Beach when his father became a high school principal. There, Murray got his first hint that he had been born to be a minister. When a kerosene stove caught on fire in his childhood home, his brother ran to the backyard to fetch buckets of sand to smother the flames, while he remained behind praying.

"I think I was in the third grade then. Praying, and to this day, I hear my brother say, 'This is no time for praying. This is a time for putting out the fire.' Oh, he was a prophet, but that sensitivity to God, that sensitivity to the effects of prayer, I think that was born in me," Murray remembered.

He served as junior pastor of his childhood church, Payne Chapel AME, leading services and giving sermons from seventh grade through his high school graduation. His yearbook predicted that one day he would be a Methodist minister in California, a prophecy that would be fulfilled years after he took a detour.

At Florida A&M University, a historic Black college in Tallahassee, he majored in history, pledged Alpha Phi Alpha, the nation's oldest Black fraternity, and worked for the school paper.

After graduation, he joined the Air Force. He trained in jet fighters and served for a decade as a radar intercept officer and then as a navigator.

In 1961, when relationships between Southern whites and Blacks were often hostile, Murray was rescued during a fiery plane crash by the plane's pilot, a white man from South Carolina. Murray would later say that his survival and the love of that pilot, who died as a result of the accident, proved to be a turning point. Believing that his life had been spared for a larger purpose, he could no longer resist the urge to minister.

With the blessing of his wife, Bernardine — the daughter, granddaughter and great-granddaughter of AME ministers — Murray decided to attend Claremont School of Theology in Southern California, where he had an uncle and a sister.

He earned a doctorate in divinity and, using his sister's dresser as the pulpit, pastored first at Primm AME church, which had only seven members and held services in a tiny building in Pomona. After a stint at Trinity AME in Kansas City, Kan., he moved on to First AME in Seattle.

In 1977, Murray took over the historic First AME church, the first Black congregation in Los Angeles. Unapologetically Black, he took down an Italian art piece portraying a white Jesus, Mary and Joseph and replaced it with a mural that showed Jesus with kinky hair and brown skin. He elevated the gospel choir from second-class status and, blessed with perfect pitch and a soothing baritone, he often joined in the singing.

With church programs, street marches and community initiatives, he reached out to Black men, who were outnumbered inside a church filled with women and at a disadvantage in a world filled with obstacles. Men, from reformed gang-bangers to multimillionaires, joined as church membership increased by thousands.

Over the years, Murray's success would invoke envy from ministers who believed he got all the news media attention and all the corporate and civic funding. More seriously, Murray was the focus of death threats.

A year after the Los Angeles riots, in 1993, a racist group plotted to assassinate him and bomb the church. However, an informant infiltrated the group and its plan was thwarted by the FBI. Several members of the group were convicted in connection with the plot.

At the sentencing, Murray agreed to talk with two of the men. At a meeting held at the Simon Wiesenthal Center, one explained his racism by telling a story of an incident that happened to him as a child. Murray told a story of his own, about how he had returned to Florida in the early 1960s after his Air Force service, expecting to be treated as a hero and, instead, white people spat on him. Then Murray and the convict wept together.

“The hardened attitudes softened,” Murray said. “I believe we understood each other.”

At the church, Murray was known as a courtly workaholic, in before dawn most days and often in his book-filled study until late at night. Of medium height and average build, he never weighed more than 10 pounds over his Air Force days. Formal in manner and dress — suit, tie, polished shoes — he demanded punctuality, preparation, attention to detail and short, to-the-point presentations from those who worked with him or wanted something from him. Some missteps would cause him to lose his temper and curse.

“The members would say my mouth needs to be baptized at times,” he joked.

More frequently, he showed a softer side — for example, when helping a suicidal homeless woman get back on track, or comforting an elderly teacher who had lost his wife earlier that day, or praying with and for others. Always praying.

“He’d work 18 hours and expect you to work 19,” Joseph D. Simmons, a member of Murray’s first congregation in Pomona, said shortly before his minister’s 75th birthday, the age at which AME pastors are required to retire.

In his last years in the pulpit, Murray refused to slow down.

Careful to never repeat a sermon, he continued to pack the church. In June 2004, he preached the funeral of singer Ray Charles.

And, finally, on Nov. 7, 2004, his last Sunday as senior pastor of First AME, he said goodbye to his congregation. Not with tears. Not with the word farewell, but with another reminder that to whom much is given, much is expected.

“When God has blessed you by waking you up this morning, how can you have a pity party?” he asked. Exhorting the thousands who packed the church to pray “with their feet,” he repeated a favorite challenge to go beyond the walls of the church.

Yet he watched in astonishment as some of his hard work crumbled under the leadership of his successor, the Rev. John J. Hunter, and amid allegations of financial mismanagement. Hunter was removed from the pulpit in 2012 as the church took steps to re-embrace Murray’s vision.

In retirement, Murray taught at USC's Center of Religion and Civic Culture and led a center for community engagement named in his honor. He also appeared in the award-winning 2016 miniseries "O.J.: Made in America."

Murray is survived by his son, Drew. His wife, Bernardine, who was Murray's high school prom date and the daughter of his childhood pastor, died in 2013.

Pollard-Terry is a former Times staff writer. Staff writer Roger Vincent contributed to this story.



Rev. Dr. Cecil Chip Murray, left, and Rev. Mark Whitlock at First AME Church in 2017.

(Robert Gauthier / Los Angeles Times)