



# Whittier Alliance Strategic Plan

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2024-2029



# Sustainable Community Development

**Collaborate with residents, businesses, government entities, developers, and other stakeholders to ensure that new investments serve the existing community.**

- a. Form strategic partnerships for community-driven development.
  - b. Establish and support community governance over land disposition and development decisions.
  - c. Foster innovation and inclusive support for local entrepreneurs, with an emphasis on BIPOC business ownership.
  - d. Advocate for public art that reflects the existing community and its history.
  - e. Advocate for improvements in local infrastructure and transportation to enhance accessibility and connectivity.
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# Affordable Living & Economic Stability

**Work to mitigate displacement pressures on Whittier residents, businesses, and institutions.**

- a. **Implement strategies for preserving Whittier's existing Naturally Occurring Affordable Housing (NOAH).**
  - b. **Support dispute resolution with tenants and landlords, sharing resources when appropriate.**
  - c. **Advocate for preservation of affordable commercial space.**
  - d. **Work within community to preserve and enhance Whittier's cultural identities, assets, and history.**
  - e. **Develop community wealth-building and housing stability programs focused on creative economic empowerment.**
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# Strengthening Social Fabric

**Create a sustainable network of neighbors who can connect within and across our diverse and multicultural neighborhood.**

- a. Promote programs and spaces that are welcoming and safe for all demographics.
  - b. Build a network fostering neighbor-to-neighbor and cross-cultural connections.
  - c. Strengthen local business networks to encourage community-centric economies.
  - d. Link community members and partners with one another to leverage skill sets and resources for grassroots organizing.
  - e. Support the continued growth of volunteer-led projects that encourage neighbors to meet one another, with emphasis on leadership development.
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# Continuing the Work

**Build toward broader, long-term organizational sustainability.**

- a. Create a long-term financial sustainability plan that evaluates organizational assets and diversifies income sources.
  - b. Enhance communication strategies to effectively reach a multilingual and multicultural audience.
  - c. Clear visual, verbal, written, and multilingual branding and marketing about Whittier Alliance and what we do in the neighborhood.
  - d. Expand volunteer programs to build community stewardship.
  - e. Recruit, support, and retain high quality staff, Board Directors, and volunteers, providing clear pathways for leadership development.
  - f. Cultivate and maintain trust-based partnerships with key stakeholders and government entities.
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