

Cityhood for East Los Angeles?

HealthyCal.org

Patrick Burke

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1	<p><i>Fade up on a middle-aged Latino man, Alberto Palacios, in a church courtyard</i></p>	<p>ALBERTO PALACIOS</p> <p>We feel powerless. Something as simple as...</p>
2	<p><i>Outside the church, there is a coil of paper on the street. A girl rides her bike past a man pushing a cart of pork rinds.</i></p> <p>TEXT: Patrick Burke Daniel Weintraub Producer/Editor Executive Producer</p>	<p>ALBERTO PALACIOS</p> <p>...street cleaning. They used to have...</p>
3	<p><i>Back in the courtyard with Alberto</i></p> <p>TEXT: Alberto Palacios East Los Angeles Residents Association</p>	<p>ALBERTO PALACIOS</p> <p>...a two-hour block that you couldn't park on that street.</p>
4	<p><i>Wider shot of the church as a train rolls past, connected to cables above</i></p> <p><i>Closer now on the stairs and the windblown plants</i></p>	<p>ALBERTO PALACIOS</p> <p>And then all of a sudden, they changed all the signs and it became four hours. It created all kinds of problems for us. But nobody asked us.</p>
5	<p><i>Across a tableful of Latino men and women, zoom in as a man comes into the church meeting room and shakes hands with his seated friends.</i></p> <p><i>Assorted MOS CUs of men and women of all ages explaining things to each other with hand gestures. One member holds up a brochure. Alberto is there too. As he speaks (still MOS), he makes a left-right-left-right gesture.</i></p>	<p>V/O</p> <p>ELARA – the East Los Angeles Residents Association - is an all-volunteer non-profit group focused on turning East L. A. from an unincorporated, county-run area to an independent city.</p>

6	<p><i>GFX_01 + Live Action</i></p> <p><i>A giant Thomas Guide map of Los Angeles County hangs on a wall. Out of the center-right section emerges the next shot: a printed map of East Los Angeles, with a capped pen pointing to the area's County Hall. Cut to exterior signage at the location the pen was pointing at – East Los Angeles County Hall.</i></p>	<p>V/O</p> <p>East L. A. is a seven square mile community of about 140,000, surrounded by the cities of Los Angeles, Monterey Park, Montebello, and Commerce.</p>
7	<p><i>A boy runs out of a vibrantly painted building at the county complex. The mother follows him through the door and past another mother holding a baby.</i></p>	<p>V/O</p> <p>The 2000 Census found that over 96 percent of the population in East LA self-identified as Hispanic or Latino.</p>
8	<p><i>Shots of the main streets in the area – a meat market with a painted Mexican flag as a storefront</i></p>	<p>V/O</p> <p>Because there's no city council,...</p>
9	<p><i>A sign behind glass lists after-hours extensions for the L. A. County Supervisors... Pull out to see a security guard</i></p> <p><i>Outside, the entrance sign: County of Los Angeles Kenneth Hahn Hall of Administration</i></p> <p><i>Cut back to East L. A. businesses, and families walking around a pond</i></p>	<p>V/O</p> <p>...and because the county supervisors represent such a wide area, residents feel too far removed from the decisions about services and development that affect their daily lives. Many feel that East L. A. should control its own destiny.</p>
10	<p><i>Back in the courtyard with Alberto</i></p>	<p>ALBERTO PALACIOS</p> <p>Whether it be graffiti, whether it's a...</p>
11	<p><i>Looking through a broken window of a pickup truck</i></p>	<p>ALBERTO PALACIOS</p> <p>...parking problem.</p>
12	<p><i>An older woman in pearls stands in front of painting of Mary in the church courtyard.</i></p>	<p>DIANA TARANGO</p> <p>If something is going wrong in the community, hey, tell your neighbor, and your neighbor might be the mayor.</p>

	<p>TEXT: Diana Tarango ELARA Vice President</p>	<p>You can hold the people who are running the services accountable, if you are a city.</p>
13	<p><i>A young man with slicked back hair stands in the park next to East L. A.'s county buildings. Children play in the background.</i></p> <p>TEXT: Benjamin Cardenas East LA Residents Association President</p>	<p>BENJAMIN CARDENAS</p> <p>140,00 people versus 2,000,000 people – it will probably be a lot easier to hold accountable a local city council than a supervisor.</p>
14	<p><i>L. A. County Supervisor Gloria Molina seated at her desk, in front of flags and plaques</i></p> <p><i>Wide profile shot of her sipping coffee and reading a document</i></p> <p>TEXT: Gloria Molina LA County Board of Supervisors</p>	<p>GLORIA MOLINA</p> <p>The idea of having access to government and be able to call on your own city hall I think is tremendously advantageous. And so, that issue is very significant. Of course the question is whether in fact that can happen in the present economic situation.</p>
15	<p><i>Establishing exterior shot of an office building... Pan left to a first floor door that reads "Burr Consulting"</i></p> <p><i>XCU of documents sticking out folders</i></p>	<p>V/O</p> <p>An important step toward figuring that out was an Initial Fiscal Analysis, or IFA. The Residents Association raised \$25,000 for the Burr Consulting firm to investigate whether a City of East Los Angeles would have enough...</p>
16	<p><i>Pan across hair products in a salon... Car grills on the wall of an auto parts store</i></p>	<p>V/O</p> <p>...sales tax and property tax revenue to pay for its own services.</p>
17	<p><i>CU of an exterior tamales sign</i></p> <p><i>Wide shot of a bus driving away from camera, passing under the giant "Whittier Boulevard East Los Angeles" edifice.</i></p>	<p>V/O</p> <p>Having gotten a favorable finding with that study, ELARA then had to pay another 134 thousand is for an ongoing <i>Comprehensive Fiscal Analysis</i> – CFA – on the same question.</p>

18	<p><i>Back in the park with Benjamin</i></p> <p><i>This time, the pond is in the background.</i></p>	<p>BENJAMIN CARDENAS</p> <p>Today we have raised probably over \$200,000 to get to this point.</p>
19	<p><i>Through a chain-link fence, we see two idle bulldozers.</i></p> <p><i>Pull out to reveal them sitting at the back of a dirty, empty lot. The adjacent wall has been tagged.</i></p>	<p>V/O</p> <p>The California legislature has contributed a \$45,000 loan, based in part on the argument that it's harder to raise the funds in low-income areas.</p>
20	<p><i>CU of carwash fundraiser flyer</i></p> <p><i>Then briefly back on Benjamin in the park</i></p> <p><i>Cut to large agenda outline for an ELARA meeting at a different location. "Menudo Breakfast" is listed under "Committee Reports."</i></p>	<p>BENJAMIN CARDENAS</p> <p>Thank God our community responded very well to a lot of the carwashes we did – a lot of the menudo breakfasts that we did.</p>
21	<p><i>Establishing exterior shot of Mexican restaurant</i></p> <p><i>Inside, Eddie Torres, Jr. is seated in front of rows of tables and a fish tank.</i></p> <p>TEXT: Eddie Torres, Jr., East LA Chamber of Commerce</p>	<p>EDDIE TORRES, JR.</p> <p>Ninety percent of the people that are even anywhere doing carwashes and talking – they all want to be mayor.</p>
22	<p><i>CU of flyers sitting on the counter</i></p> <p><i>Eddie is now talking to the woman at the register.</i></p> <p><i>The woman has no response to his conjecture.</i></p>	<p>EDDIE TORRES, JR.</p> <p>¿Oh por que? Because I put a lot here, so I wonder if they're getting them and throwing them away.</p>
23	<p><i>Wide shot of Beverly Burr at her desk in a yellow office</i></p>	<p>BEVERLY BURR</p> <p>We found that, based on Fiscal Year 2005-</p>

	<p><i>In the background is an award that looks like a crystal ball.</i></p> <p>TEXT: Beverly Burr Economist, Burr Consulting Author of Initial Fiscal Analysis</p> <p><i>XCU of the crystal ball award from above, revealing that it is the 2008 "Look into the Future" award from LAFCO</i></p>	<p>2006 data, cityhood appears to be feasible for East LA. There are some significant questions that will be answered in the Comprehensive Fiscal Analysis that LAFCO is currently preparing.</p>
24	<p><i>Wide exterior of the Kenneth Hahn Hall of Administration</i></p> <p><i>Now inside the building, a LAFCO meeting is in session (MOS)</i></p> <p><i>Gloria Molina fans herself with her papers.</i></p> <p><i>Zev Yaroslavsky glances suspiciously at the camera.</i></p> <p><i>A wide shot from the back of the giant hall reveals nobody in hundreds of seats for the public</i></p>	<p>V/O</p> <p>LAFCO is the Local Agency Formation Commission – a state-mandated board with County jurisdiction. Its 8 members, including Supervisors Molina and Yaroslavsky, are responsible for approving changes in local government structures.</p> <p>LAFCO has selected the firm Economic and Planning Systems to perform the Comprehensive Fiscal Analysis, which is expected by the end of 2010.</p>
25	<p><i>Back in Beverly Burr's office</i></p> <p><i>XCUs of the fiscal analysis as she flips its pages, and from above, showing a chart of comparative law enforcement costs</i></p>	<p>BEVERLY BURR</p> <p>Law Enforcement would change to a degree. Currently, it's provided by the sheriff. The new city would contract – at least initially – would contract with the sheriff. There are major questions about law enforcement costs.</p>
26	<p><i>Tight shot of a sign near the ceiling that says, "Gloria Molina County Supervisor"</i></p> <p><i>Pan right toward the office reception area</i></p> <p><i>Cut to the interview setup in her office</i></p>	<p>GLORIA MOLINA</p> <p>Right now the sheriffs' costs are truly expensive. We have great coverage out there. We've brought down the crime rate.</p>

27	<i>Burr interview setup</i>	<p>BEVERLY BURR</p> <p>For law enforcement, the county estimated that it cost \$24 million in the base year that we looked at, which was three years ago. We figure it would cost \$13 million.</p>
28	<p><i>Molina interview setup</i></p> <p><i>CU of a County of Los Angeles mug on her desk</i></p> <p><i>Tilt up to see her signing a document</i></p>	<p>GLORIA MOLINA</p> <p>What the county is providing is a lot more than the study estimated it could provide, even with all the resources, and I think a lot of that is because it's a tough economic time for cities.</p>
29	<i>Burr's office</i>	<p>BEVERLY BURR</p> <p>So yes, things have changed quite a bit. In fact, when we published our study, let's see, the financial markets were just collapsing.</p>
30	<i>Molina's office</i>	<p>GLORIA MOLINA</p> <p>At the present time, we're probably providing more in resources than many of the neighboring cities have.</p>
31	<p><i>Burr's office</i></p> <p><i>This back and forth ends with a closeup looking down on the crystal ball award.</i></p>	<p>BEVERLY BURR</p> <p>Assuming East Los Angeles is formed as a city, by the time they form, we'll clearly be out of the woods with this current recession.</p>
32	<p><i>It is dark now outside the church. Ana Mascareñas, a young woman with large earrings, stands between buildings, in front of a pink sky.</i></p> <p>TEXT: Ana Mascareñas ELARA Director</p>	<p>ANA MASCAREÑAS</p> <p>It's very possible that the fiscal year used for the CFA will have different numbers and different turnout than the IFA, but we just want to know.</p>

33	<p><i>Montage of kids playing soccer in the park, ending with a shot looking down at Benjamin Cardenas's dress shoes</i></p>	<p>V/O</p> <p>For cityhood to get back on the ballot, the LAFCO board has to be convinced by the Comprehensive analysis that the proposed new City would be able to pay for public services while maintaining a reasonable reserve for its first three years.</p>
34	<p><i>The kids are getting closer – so close that Benjamin has to look down and kick the ball back to them as he speaks.</i></p>	<p>BENJAMIN CARDENAS</p> <p>We're really hoping the county is very cooperative in providing the data of the fiscal year, so we can do the study as quick as possible.</p>
35	<p><i>Transitioning back to Eddie in the restaurant, CU of several newspapers set out for customers,... a "Futbol" section sticks out at the top.</i></p> <p><i>Back to the Eddie interview setup</i></p>	<p>EDDIE TORRES, JR.</p> <p>We're going to have to hire people to read the document too, word for word, and know that it's not something that LAFCO is assuming could be a good thing.</p>
36	<p><i>Closeup of Beverly Burr</i></p>	<p>BEVERLY BURR</p> <p>We can't predict for sure. Certainly the revenues have taken a hit. Have the expenditures taken a comparable hit? Probably so.</p>
37	<p><i>Benjamin back in the park</i></p>	<p>BENJAMIN CARDENAS</p> <p>The ideal scenario would be obviously the sooner the better, which the March election or the November election, 2011.</p>
38	<p><i>A boy rolls down the grass as his parents sit looking at the water.</i></p> <p><i>His younger sister rolls down too.</i></p> <p><i>Cut to a stop sign with a highway in the background.</i></p>	<p>V/O</p> <p>A slim majority of East L. A. voters rejected incorporation 1961. Another push stopped short of the ballot in 1964. In the last attempt, 57 percent turned it down in 1974.</p>

	<i>Graffiti on the sign has amended the message to "Can't STOP Phatboy."</i>	
39	<p><i>CU of a large key-shaped object on a white wall</i></p> <p><i>The words "Key to East L. A." are written in cursive.</i></p> <p><i>Cut to a framed newspaper clipping of Molina holding that same key. The headline is "First Latina."</i></p>	<p>GLORIA MOLINA</p> <p>It was a very strong campaign. I know, I was a part of it. But very frankly, I think there was one homeowner, who was the sole opposition to the entire campaign, and just informed folks that we would probably have increased taxes, and so on.</p>
40	<p><i>Closeup of Diana, the lady in pearls, back in the church courtyard</i></p> <p><i>Cutaway of the painting of Mary behind her</i></p>	<p>DIANA TARANGO</p> <p>Some people got nervous about property taxes going up. But then we don't have that problem this time. We've got Proposition 13, yeah.</p>
41	<p><i>Eddie in the restaurant</i></p> <p><i>Inserts of the employee's hands as she prepares a burrito</i></p>	<p>EDDIE TORRES, JR.</p> <p>There's always a concern about raising taxes. Because when you're a city, you don't have the other entities like the county to assist you.</p>
42	<p><i>Beverly in her office</i></p> <p><i>Insert of the Burr Consulting exterior</i></p>	<p>BEVERLY BURR</p> <p>There are no increases in property tax associated with cityhood. Ever since prop 13, back in the late 70s, the tax rate is fixed; it's one percent.</p>
43	<p><i>Eddie counts the "benefits" on his fingers.</i></p> <p><i>Cutaway of a fish swimming around its small bowl, toward the back of the restaurant</i></p>	<p>EDDIE TORRES, JR.</p> <p>There's a lot of benefits. You can go through recalls. You can go through bureaucracy. You can go through special favors. You can go through corruption.</p>

44	<p><i>Ana back in the darkening church courtyard</i></p> <p><i>Cutaway wide shot of the church exterior</i></p>	<p>ANA MASCAREÑAS</p> <p>We think we can learn from other incorporation efforts - recent ones that have not been successful. And that we really need to continue creating community support behind it. Being such a dense urban neighborhood and such a strong cultural, political community, especially for Mexican Americans in this country, and such a strong, cultural, political community, especially for Mexican Americans in this country, such a symbol.</p>
45	<p><i>Eddie in the restaurant</i></p> <p><i>Overhead view insert of the fish</i></p>	<p>EDDIE TORRES, JR.</p> <p>If we became a city, almost immediately, if the city council is doing what they would want to do, the way I'm looking at it, they're going to want to redevelop.</p>
46	<p><i>Closeup on the feet of a large crucifix in an East Los Angeles cemetery, with highway traffic in the background... Pull out to see that it's part of an even bigger display</i></p> <p><i>Cut to a sign that says, "Now Available Cemetery & Funeral Prearrangements"</i></p> <p><i>Slow, stately pan and tilt up to the trees and sky above the cemetery</i></p>	<p>V/O</p> <p>LAFCO <i>could</i> still also require ELARA to pay for an Environmental Impact Report, which would be costly and time-consuming.</p>
47	<p><i>Quick shots of East L. A. County Hall, the lobby outside the LAFCO meeting, and the giant hall with no audience</i></p> <p><i>XCU of someone writing contact information on a sheet of paper at another ELARA meeting</i></p> <p><i>Cut to a wide exterior of a small building that looks like a house</i></p>	<p>V/O</p> <p>If all the independent analysis points to financial feasibility, LAFCO would formulate terms and conditions for a transition. There would be a brief chance for opponents to ask – in writing – for LAFCO to reconsider its approval.</p>

	<i>Pan left 180 degrees with an ice cream truck as it rolls past</i>	
48	<p><i>Ana stands up from her seat at another ELARA meeting.</i></p> <p><i>Behind her is a map of East Los Angeles, color-coded by voting district.</i></p>	<p>V/O</p> <p>Short of a reversal at that point, the question would go before voters within the proposed City of East Los Angeles. If formed, it would be the 10th biggest city in the county.</p>
49	<p><i>As Ana addresses her peers, she points to the map of East Los Angeles.</i></p> <p><i>Cut to a train station in the area with a sign saying, "Look Both Ways"</i></p> <p><i>Back to a closer shot of Ana</i></p> <p><i>Cut back to the train station, for the Spanish version of the same sign: "Mire hacia ambas direcciones"</i></p>	<p>ANA MASCAREÑAS</p> <p>So now with the new Census, we'll have obviously different population numbers, really updated, voter numbers as well. We saw a huge upsurge in voter registration during the general election, so.</p>
50	<i>CU on Supervisor Molina</i>	<p>GLORIA MOLINA</p> <p>Of the 88 cities that we have in L. A. County, there's nothing wrong with adding one more that would struggle like everyone else for its own independence, to make its own decisions.</p>
51	<p><i>GFX_02 + Live Action</i></p> <p><i>Ana running the meeting, standing at the multi-colored map... She is only visible through the production title:</i></p> <p><i>COMPOSITE TEXT: burkepost.com</i></p>	<p>ANA MASCAREÑAS</p> <p>At the end, we should all come up and take a look at where we look within the boundaries – if you live nearby, what area of East L. A. you think you know best and want to be involved in.</p>
52	LOGO: HEALTHYCAL.ORG	

	<i>Animate left to reveal the rest of the logo: "Daniel Weintraub's California Health Report"</i>	
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