

Jordan Downs

[Visual of a disclaimer: This video was filmed prior to the COVID-19 pandemic.]

[Visual of a super: THE POWER TO break new ground]

Jordan Downs is our second largest public housing development in the city of Los Angeles. There was always a promise...

[Visual of a title: John King, Director, Community Engagement, Housing Authority of Los Angeles]

a promise of something better, of something that will be invested, whether it'll be jobs or better housing. And there's been just a series of broken promises over the years and over the decades.

[Visual of a title: Mike Cummings, Jordan Downs Community Advisor]

I wanna give my children something different than what I had, better housing, better education, and can actually have a better quality of life.

Jordan Downs was built in the mid-40s. And it was designed as temporary housing.

[Visual of a title: Marco Ramirez, Senior Manager, Community Development, BRIDGE Housing]

So it's been 70 years now of temporary housing. And the time is now to redevelop this community.

[Visual of a super: With financing from Bank of America, The Michaels Organization and BRIDGE Housing are revitalizing Jordan Downs.]

I think local hire is the innovation. We're seeing dramatic changes in people's lives because they're going to work. We made sure that people understood that these jobs were for them, and for many, this is the first real job they've ever had.

[Visual of a super: Jordan Downs will feature over 1,400 new affordable homes.*

All achieved with a 76% local hire rate.**

*Planned as of May 2020

**At the close of Phase I]

[Visual of a title: John O'Donnell, CEO, The Michaels Organization]

There is a ton of pride here in Jordan Downs and the residents deserve to come back to a new home which has been substandard for decades.



A lot of people was like...oh...there's nothing gonna happen, and then once they broke ground, everybody is excited then, and it happened.

[Visual of a title: Denise Richardson, President, Jordan Downs Resident Advisory Council]

We've been waiting a long time. When I say a long time, a long time.

Jordan Downs redevelopment is an expression of the fact that just because folks come from a ZIP Code that has high rates of unemployment that does not mean they aren't valuable enough to have quality housing,

[Visual of a title: Ivory Chambeshi, Watts Rising Program Manager, Office of Mayor Eric Garcetti, City of Los Angeles]

and housing that is essential to have a foundation to build a life.

Bank of America has a greater vision and commitment to the community.

[Visual of a title: Kim McKay, EVP, BRIDGE Housing]

You know, not just to build a housing unit, but to really transform a community.

They stepped in the very beginning. Their lending and their investing is a vital part of Jordan Downs' revitalization.

I don't feel like I live in a matchbox anymore. This is home for me, and I wouldn't trade it for nothing in the world.

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This is the beginning of this transformation, this huge investment and investing in the people's lives with families and in the future.

This is a dream come true for me. If you just let the people of their community be in on the ground level of change. Change is good. The power of community is a superpower.

[Visual of a super: Bank of America's commitment to building better homes, jobs, and communities is inspiring hope, creating new opportunities, and a brighter future.]

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