WEST COAST COALITION

VISION & ROADMAP

One shared vision.
A cleaner Los Angeles.

Uniting 14 organizations. Restoring neighborhoods. Building a legacy beyond 2028.

Yvette Neal's vision for West Coast Coalition is to unite 14 Los Angeles cleanup organizations in one coordinated citywide effort—connecting graffiti removal, waste collection, recycling, workforce development, and neighborhood beautification.



THE ROADMAP TO CITYWIDE IMPACT

Proposed development pathway

01 UNITE & EQUIP

Unite organizations under WCC. Establish a permanent headquarters, strengthen coordination, expand crews and the vehicle fleet, and add equipment to support a wider Los Angeles footprint.

02 CLEAN & BEAUTIFY

Scale graffiti removal, waste collection, and public-space cleanup. Mobilize neighborhood volunteers and create paid job opportunities as services expand across Los Angeles.

03 RECOVER & RECYCLE

Develop recycling and debris-sorting operations, facilities, and partnerships. Connect collection to material recovery, build workforce skills, and launch community education.

04 SUSTAIN & GROW

Make neighborhood stewardship the legacy: enduring jobs, cleaner shared spaces, and coordinated environmental services. Measure progress and refine a model other communities can adopt.

2028 IS A MILESTONE. THE LEGACY IS LOS ANGELES.

Prepare Los Angeles for the global events coming in 2028—and build lasting service capacity for residents long after the world goes home.

WHAT PHILANTHROPY MAKES POSSIBLE

Coalition coordination • Facilities & equipment • Jobs & training
Cleanup & beautification • Recycling development • Community education

Help WCC unite the organizations keeping Los Angeles beautiful.

West Coast Coalition • Vision led by Yvette Neal