



EnvironmentLA Commissioner Joyce Perkins

Community Leader and Advocate Retires After a Career of Service Helping the Most Challenged Neighborhoods in Los Angeles



Los Angeles Neighborhood Initiative (LANI) Press Release and Bio below:

PRESS RELEASE

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Community Leader and Advocate Joyce Perkins Honored by Parkway Dedication

Los Angeles, CA – Los Angeles City Councilmember Bernard C. Parks joined a diverse group of well wishers and Los Angeles Neighborhood Initiative (LANI) in recognizing Joyce Perkins by dedicating a parkway in her honor on April 3, 2009.

The Joyce Perkins Parkway sign was posted just above the Leimert Park Northern Gateway at the intersection of Leimert Boulevard and Martin Luther King, Jr. Boulevard. Joyce served as LANI's Co-Founder and Executive Director until her retirement in January, 2009. The parkway is a LANI project, a recently constructed illuminated community landmark that was built in partnership with Council District 8 and the Community Redevelopment Agency of Los Angeles (CRA/LA).

Amidst orange and turquoise balloons, congratulatory remarks were made by Councilmember Parks; Karen Mack, LANI Board President; Bernadette Kirkwood, former Director of Economic Development for the Department of Water and Power; Valerie Shaw, Board of Public Works Commissioner; David Roberts, former Economic Development Deputy for the Eighth Council District; Brenda Anderson, South Los Angeles Area Director for the Office of Mayor Antonio Villaraigosa; and Detrich Allen, General Manager of EnvironmentLA.

Joyce has been Chairman of the Crenshaw Corridor Community Advisory Committee for nearly two decades and through her work at LANI has been instrumental in securing funding for community improvements in Leimert Park Village and the surrounding area.

Joyce's inspirational leadership, remarkable passion, and tireless commitment have brought real change to the individuals and communities of Los Angeles. Her legacy is evident in the 22 neighborhoods LANI has transformed.

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At the end of this year Joyce Perkins will retire as Co-Founding Executive Director of Los Angeles Neighborhood Initiative (LANI), a private non-profit organization created in 1994 through the office of former Mayor Richard Riordan in order to promote economic revitalization of challenged urban neighborhoods. Joyce has spent her adult life advocating for community empowerment and civic change, receiving numerous distinctions and awards including most recently being named a "Living Treasure" of the City of Los Angeles.

Los Angeles, CA – Joyce Perkins, the Co-Founding Executive Director of Los Angeles Neighborhood Initiative (LANI), will retire on December 31, 2008. She has been a part of the organization since its inception and helped to create LANI's nationally recognized community engagement model which promotes leadership development and stakeholder participation. She is considered a Living Treasure in the City of Los Angeles and will continue to be involved with LANI as a member of the Board of Directors. She also currently serves as Vice Chair of the City Environmental Affairs Commission; Chair of the Crenshaw Redevelopment Community Advisory Committee; and as a member of the Exposition Light Rail Urban Design Committee and Crenshaw Corridor Design Review Board.

Joyce has a long history of community activism and it was through this activism that LANI was born. In 1993, as a member of Los Angeles Transit Partners, Joyce

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participated in several meetings with Mayor Riordan's office, advocating for a balanced transit system. It was during these meetings that Mayor Riordan received a challenge from then Transportation Secretary Federico Peña to propose a transit project that would "humanize" transportation in Los Angeles. A proposal was developed to improve transit stops and spark economic revitalization in transit-dependant communities. The proposal was approved and LANI was formed to implement bus stop projects in eight Los Angeles communities. Since that time LANI has grown and now serves 21 diverse communities providing a variety of services including community consensus building, transit corridor improvements, business district revitalization, urban greening, and the development and support of community organizations.

Joyce has received several awards and commendations for her work. She was named the 1999 Outstanding Volunteer for the City of Los Angeles Eighth Council District, and also in 1999 was listed by the Los Angeles Times as number 32 of the 103 most influential people in the greater Los Angeles area. On November 21, 2008, the Los Angeles City Council approved a motion to dedicate a portion of Leimert Boulevard honoring Joyce naming it "Joyce Perkins Parkway." Certificates of Recognition for service and achievement have been awarded by former Council Members Ruth Galanter, Rita Walters and Mark Ridley-Thomas, Congresswoman Diane Watson, Congresswoman Maxine Waters, Mayor Richard Riordan, Mayor James Hahn, City Attorney Rocky Delgadillo, Supervisor Yvonne Burke and others. She has participated in workshops and forums throughout the United States and abroad discussing economic development and community participation.

Veronica Hahni, LANI's current Deputy Director, will assume the role of Executive Director on January 1, 2009. For more information about Joyce Perkins or LANI, please contact Sian Leong at 626-644-6465, Sian@lani.org.