



**FOR IMMEDIATE RELEASE**

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**PRESS RELEASE**

**SELA Collaborative Announces Strategic Research Partnership  
with EVITARUS to Advance Data-Driven Impact in Southeast Los Angeles**

Huntington Park, CA and Los Angeles, CA – May 13, 2026 — The [SELA Collaborative](#) is proud to announce the formalization of a new strategic partnership with [EVITARUS Research](#), a public opinion research firm that delivers actionable data and strategic advice to nonprofits and community-based service providers. This collaboration, established through a Memorandum of Understanding (MOU), positions EVITARUS as a Research Partner to support data-driven initiatives across Southeast Los Angeles (SELA) led by the Collaborative.

This partnership reflects a shared commitment to continue to elevate community voice, strengthen nonprofit capacity, and advance equitable outcomes for historically underserved communities across the Southeast region.

Founded in 2011, the SELA Collaborative is a cross-sector network of organizations working collectively to build regional power, increase civic engagement, strengthen nonprofit capacity and develop data-driven research to improve the quality of life in Southeast Los Angeles communities. The SELA Region, as defined by the organization, includes Bell, Bell Gardens, Cudahy, Florence-Firestone, Huntington Park, Lynwood, Maywood, South Gate, Vernon, and Walnut Park. Through collaboration and innovation, SELA brings together leaders across education, health, housing, environmental justice, economic development, transportation and more to drive systemic change.

“Grounding our work in authentic, community-informed data is critical to advancing equitable and lasting impact,” said *Dr. Wilma Franco*, Executive Director of the SELA Collaborative. “Our partnership with EVITARUS deepens our ability to elevate community voices, identify and respond to community needs, and equip our network and partners with rigorous, high-quality research that drives informed decision-making and meaningful impact.”



“Our mission is to illuminate, elevate, and amplify the voices of everyday people so that they have a voice in the decisions that impact their quality of life,” said *Rodrego Byerly*, Founder and Chief Executive Officer of *EVITARUS*. “We are honored to partner with SELA Collaborative and its network to help elevate the voices of Southeast Los Angeles residents.”

“Every day, people live, work, play, and are incredibly engaged in their communities across a wide range of meaningful activities,” said *EVITARUS* President *Raquel Beltrán* who served as one of SELA Collaborative’s charter members. “When we talk about a community being engaged, it means the community is present and involved.”

As part of this partnership, *EVITARUS* will support SELA Collaborative and its network through comprehensive opinion and market research, including surveys, focus groups, interviews, and evaluation research. This work will inform program development, policy priorities, and strategic planning efforts across key issue areas for the region.

*EVITARUS* brings deep expertise in conducting culturally responsive research with diverse communities throughout Los Angeles County, across California, and nationwide. The firm’s mission to illuminate and amplify the voices of everyday people strongly aligns with SELA Collaborative’s commitment to equity-driven, community-centered approaches that place residents at the heart of decision-making.

“We center people in our mission and research because we believe that understanding and building deep, abiding relationships with communities is the bedrock of gleaning authentic, meaningful information to inform policymaking,” Byerly noted. “Because we focus on people, our research grounds strategic insights in authenticity and community power building—accurately measuring the perceptions, sentiments, preferences, and choices people make.”

Through this collaboration, SELA Collaborative and *EVITARUS* will work together to ensure that community perspectives remain at the center of decision-making processes and that data is used as a tool for equity and empowerment that drives regional advocacy and investment in Southeast Los Angeles communities that have historically faced decades of underinvestment and systemic inequities.

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## **About The SELA Collaborative**

The SELA Collaborative is a regional network of nonprofit organizations and institutions dedicated to strengthening Southeast Los Angeles communities through collaboration, capacity building, and civic engagement. By fostering partnerships and leveraging community-informed data, SELA works to advance equity and improve quality of life across the region. For more information, please visit [www.selacollab.org](http://www.selacollab.org)

## **About EVITARUS**

EVITARUS is a full-service public opinion research firm that delivers actionable data and strategic advice to nonprofits, foundations, community-based organizations, advocacy coalitions, public agencies, news organizations, universities, businesses, and campaigns. Based in Los Angeles, the firm's researchers have been delivering data-driven insights for more than 20 years, informing community engagement and services, strategic planning, and optimizing resources and impact. For more information, please visit [www.EVITARUS.com](http://www.EVITARUS.com)

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