



About the Hollywood Community Studio

The Hollywood Community Studio (HCS) is a community-based research and resource center that tracks the physical and social changes taking place in Hollywood. HCS helps coordinate investments in place and investments in people by linking local residents and small businesses with the opportunities that arise from redevelopment (like access to new jobs and housing). HCS partners with the Community Redevelopment Agency of the City of Los Angeles (CRA/LA), the Thai Community Development Center, the Hollywood Community Housing Corporation and LA Voice to carry out its work in the community.

Acknowledgements

In community-based research, it takes a large-scale coordinated effort and an army of people to survey a neighborhood like Central Hollywood. HCS would first like to thank all the community residents and workers who took time to respond to the survey. Additionally, HCS would like to thank the many interns who pounded the pavement all summer long, engaging local residents and workers. All of the interns came from local universities and colleges including Cal Poly Pomona, University of Southern California, UCLA, Antioch University, and Cal State Northridge. We thank Mark Arroyo, Gus Avila, Jennifer Blackwell, Ryan Duff, Camilo Garcia, Ben Gibson, Molly Kraus, Ralph Sansano, and volunteer coordinator Melissa Watson for her amazing leadership abilities. Without their hard work and dedicated efforts during the summer of 2010, this research would not have been possible.

Need more data?

As a community resource, HCS is more than happy to share data that may help you with grants, school projects or empowering the community. Let us know how we can help! Contact info@hollywoodcommunitystudio.org.

UPCOMING ACTIVITIES

Fall 2010

- * Case studies recruitment and administration
- * Northeast Los Angeles asset mapping analysis
- * Present Central Hollywood North findings to CRA/LA Board of Commissioners, neighborhood councils, public officials and local stakeholders
- * Conclude focus group series

Winter 2011

- * Release report on HCS' Hollywood focus groups
- * Release report on Hollywood/Vine development

Spring 2011

- * Community benefits agreement training for local stakeholders
- * Intern recruitment for summer survey effort

Summer 2011

- * Survey the final geography of the CRA/LA Hollywood project area: Central Hollywood East!

HCS STAFF

Alison Becker

Project Manager

Jessica Cowley

Project Coordinator

Kristen Gates

Human Capital Coordinator

Alex Holsheimer

Technical Services Coordinator

George Villanueva

Resident Researcher

Melissa Watson

Survey Coordinator Intern

Dominique Kaschak

Planning Intern

HOLLYWOOD COMMUNITY STUDIO

6671 W. Sunset Blvd. Suite 1517

Hollywood, CA 90028

(323) 465-9572

info@hollywoodcommunitystudio.org

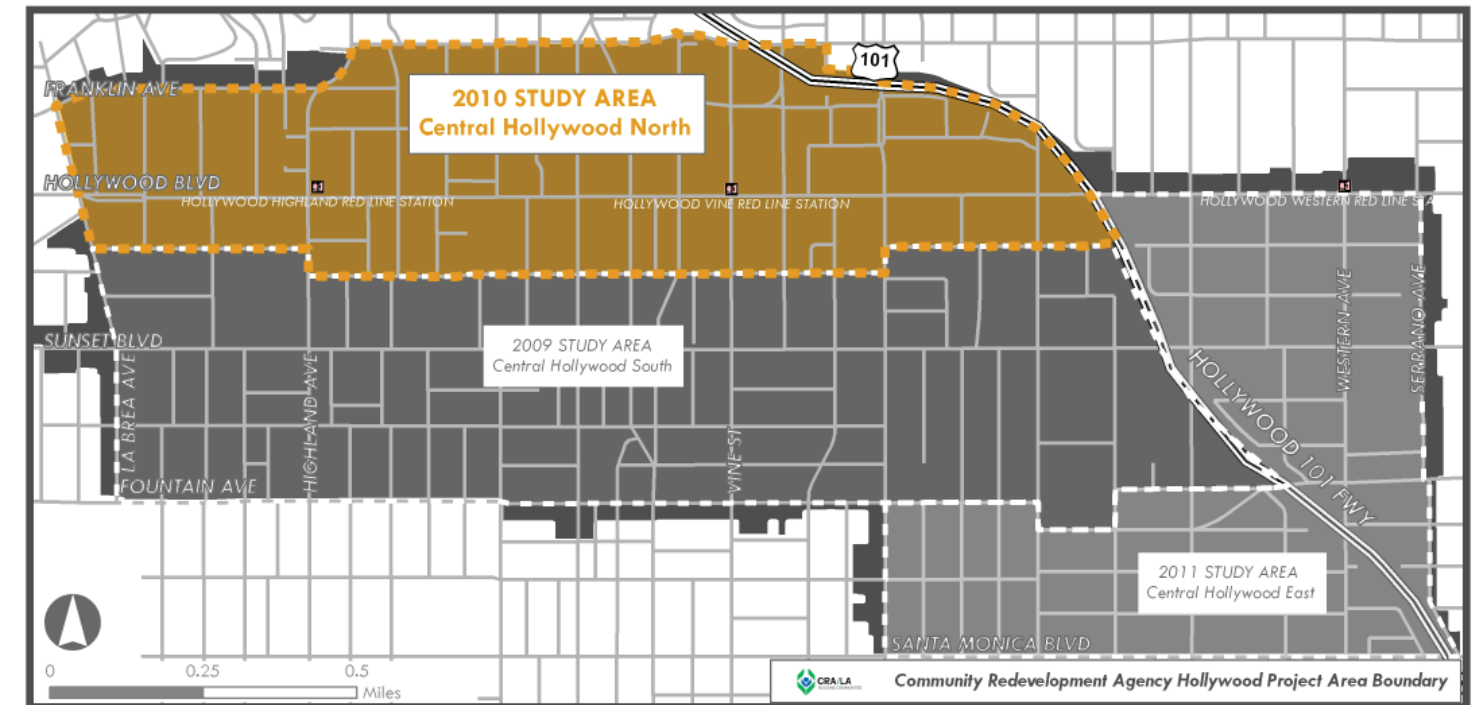
www.hollywoodcommunitystudio.org

CENTRAL HOLLYWOOD NORTH NOW!

A Continuation of the Hollywood Community Studio's Effort to Measure Change in Hollywood

The Hollywood Community Studio (HCS) just finished its second year of surveying the people who live and work in Central Hollywood to figure out how they feel about their neighborhood. Specifically, our Neighborhood Opinionnaire asks questions like, "How safe is Hollywood? Is it getting cleaner? Is rent getting more expensive? Why do you like living here?" Once we get the answers to these questions, we analyze the data and share the results with the community as well as local government officials. This report talks about some of the findings from the 2010 neighborhood survey, and hopefully serves as a starting point for more discussions between residents, workers, businesses and city employees about what the future of Hollywood could look like.

Study Area Map



Hollywood Community Studio Study Area

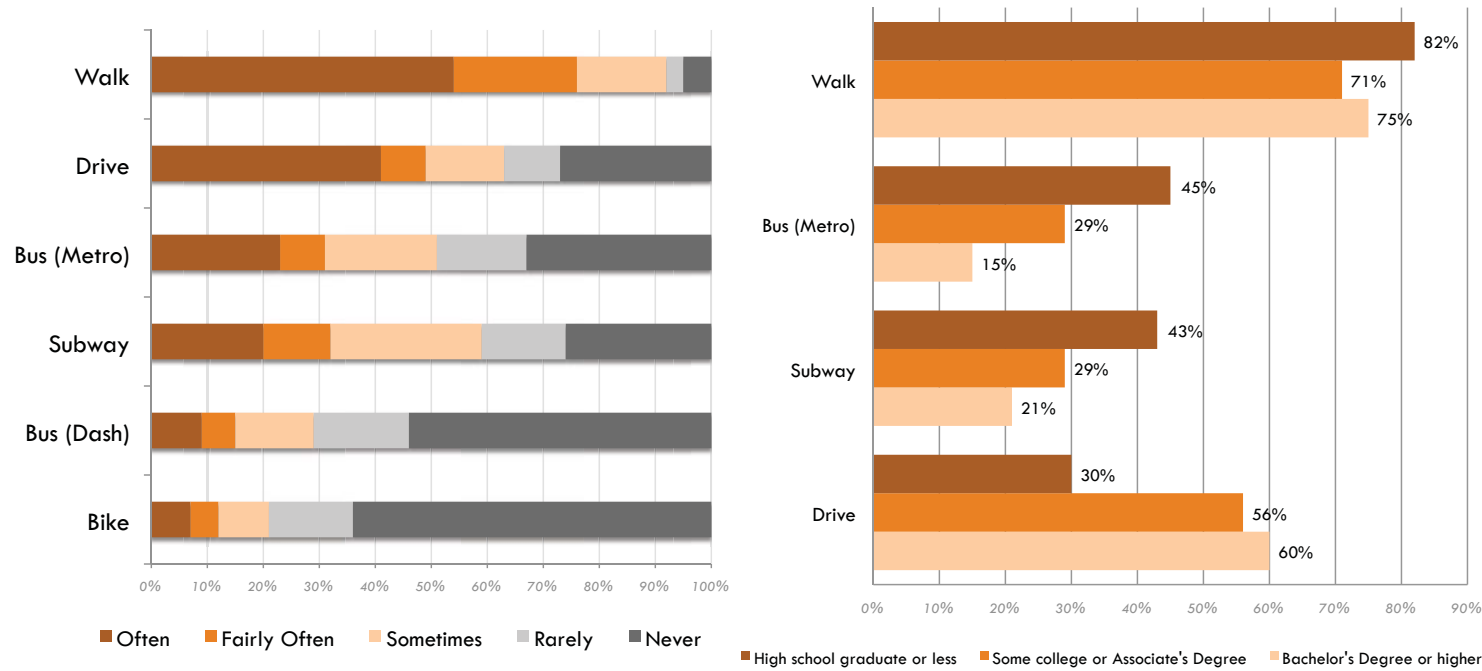
The study area for this project is located within the Hollywood Redevelopment Project Area of the Community Redevelopment Agency of the City of Los Angeles, or the CRA/LA (please see map above). Given its large size (over 1,100 acres), HCS divided the study area into three smaller, more manageable subareas: Central Hollywood South, Central Hollywood North and Central Hollywood East. The overall goal is to survey 1,000 residents and workers living in Central Hollywood by the fall of 2011. HCS surveyed 299 residents from Central Hollywood South in the summer of 2009 and shared key findings with the local community, elected officials, and key stakeholders (the report can be found at www.hollywoodcommunitystudio.org/publications). HCS spent the summer of 2010 focusing on Central Hollywood North, and the results of the 359 surveys collected are released here.

Central Hollywood North is bounded by La Brea to the west, the 101 Freeway to the east, Franklin Avenue to the north and Selma Avenue to the south. This area is home to over 10,000 residents. Ninety-one percent of residents are renters, 42 percent are foreign-born, 25 percent live below the federal poverty line, and 28 percent are age 24 or younger.¹

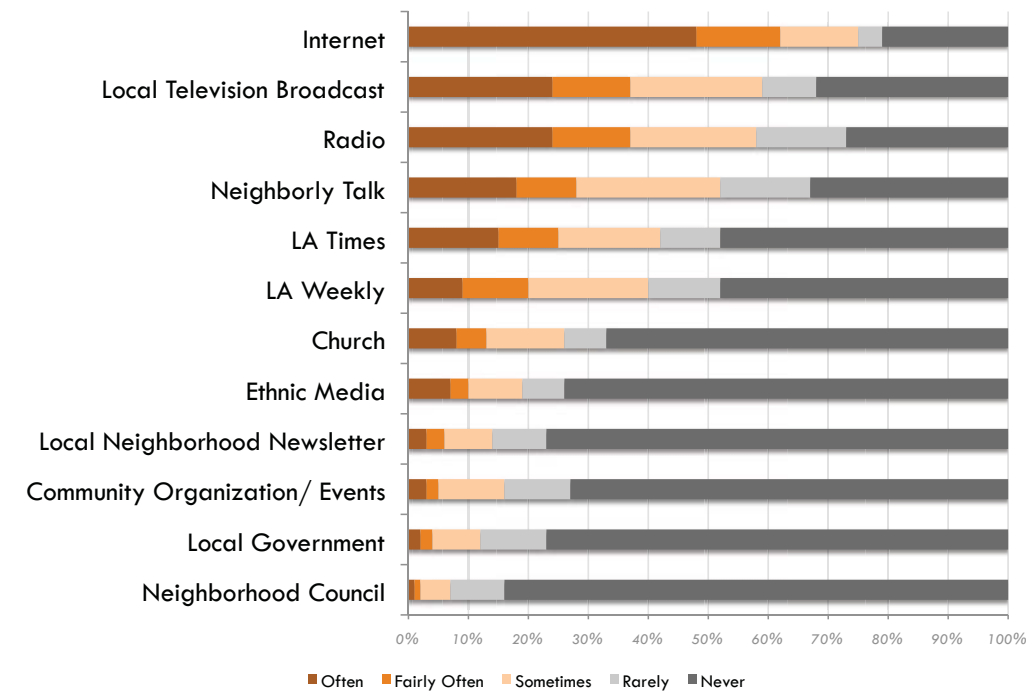
¹ ESRI 2009 forecasts for Central Hollywood North, based on US Census 2000 data. Accessed June 2010.

HOW DOES HOLLYWOOD GET AROUND?

The majority of respondents list walking as their most frequent use of transportation. Driving, perceived to be the number one mode of transportation in all of Los Angeles, seems to be losing popularity in Hollywood. Nearly 80 percent of survey respondents walk often or fairly often, compared to only about 50 percent who drive the same amount. The high frequency of walking in the neighborhood indicates opportunities to invest in more pedestrian-friendly walking spaces and better linkages to alternative modes of transportation.



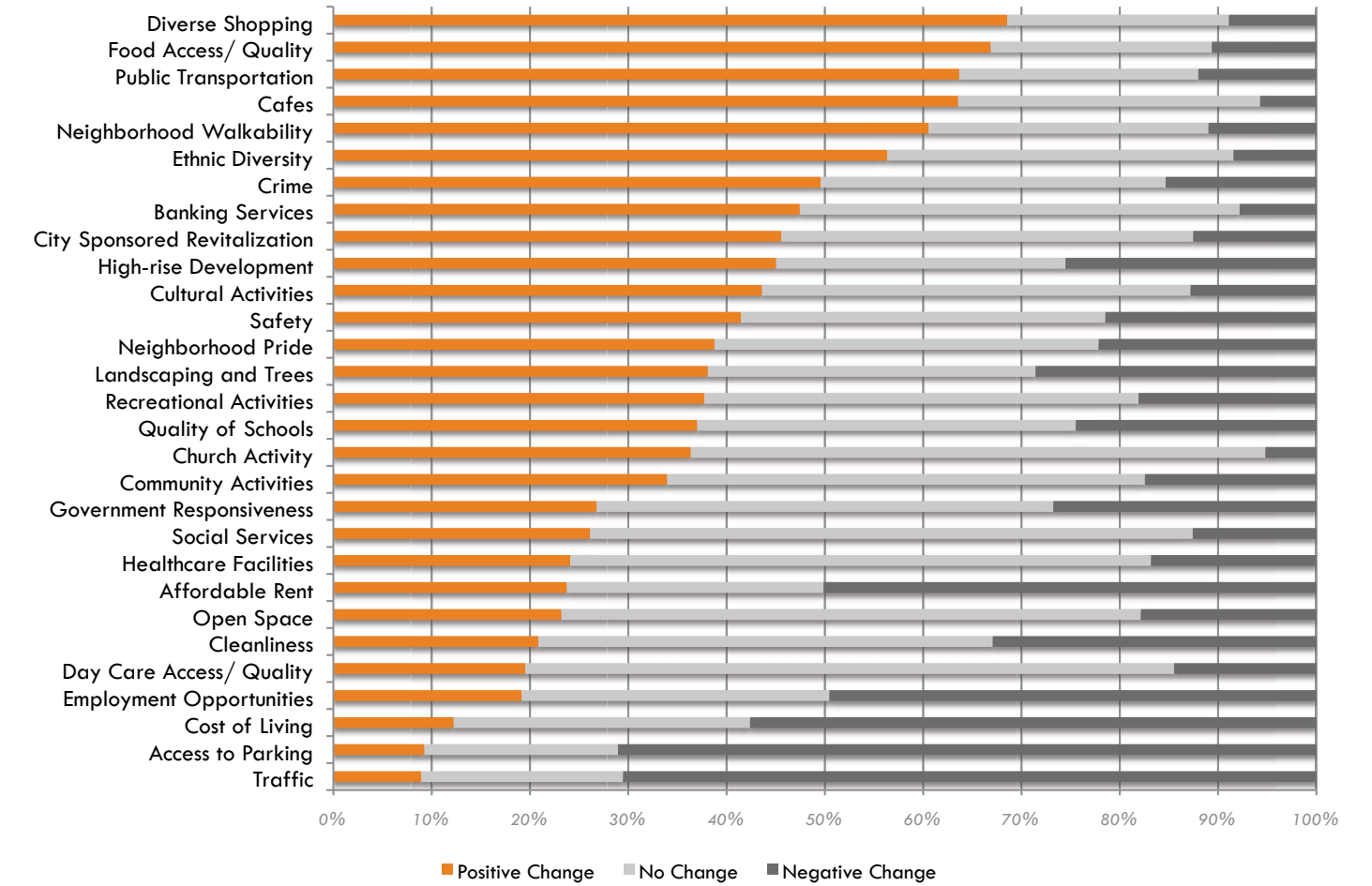
HOW DO HOLLYWOOD RESIDENTS FIND OUT ABOUT THEIR NEIGHBORHOOD?



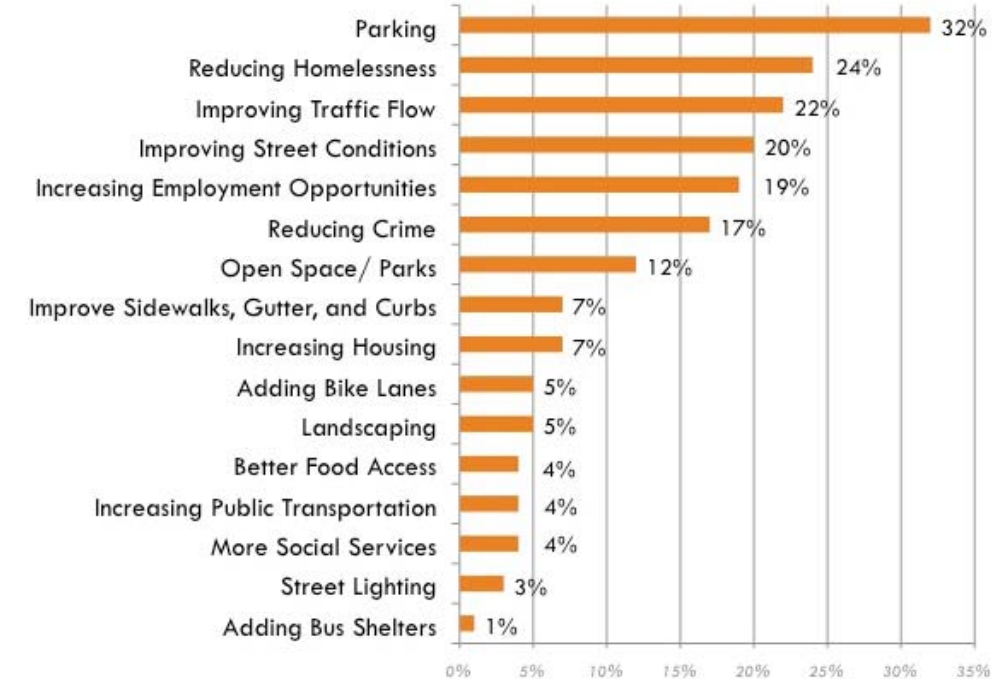
This chart measures how often residents use a variety of communication and media sources to obtain information about their neighborhood. It also shows that not all residents rely on the internet to find this information. Even though our survey found the internet is the most commonly used source for local information, residents still use more traditional media like television and radio. Perhaps more important is the fact that residents use neighborly talk more often than community organizations and events, local government, and neighborhood councils.

Neighborhood Change Scale

The HCS Neighborhood Opinionnaire asks respondents to indicate whether certain aspects of their neighborhood are changing for the better, for worse, or not at all. Below is the list of all 29 neighborhood characteristics we ask about. While cost of living, access to parking and traffic seem to be changing for the worse, respondents think that diverse shopping, food access and quality, and public transportation are getting better. What do YOU think?



Respondents' Priorities for Improvement

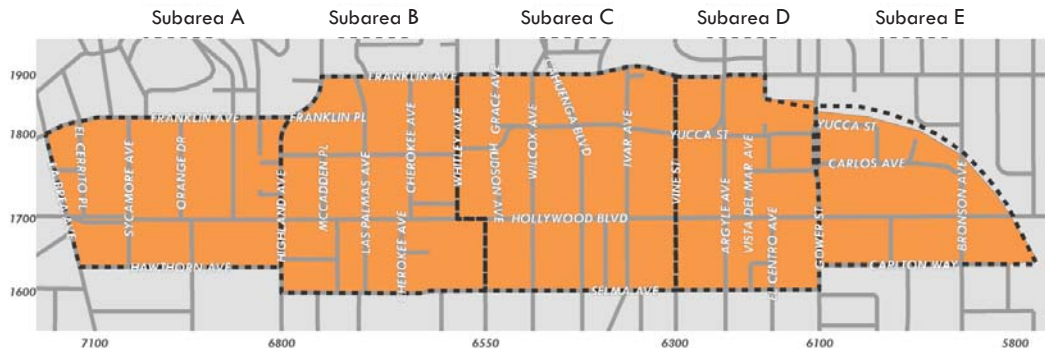


Part of the mission of HCS is to relay residents' concerns to local government to encourage development and policy that reflect the needs of the community. So, what do residents care about? We asked respondents to identify their top two priorities for improvement, and the results are summarized in the chart to the left. Parking and reducing homelessness topped the chart accounting for 32 percent and 24 percent of responses respectively. Other notable areas of concern include improving traffic flow, improving street conditions and increasing employment opportunities.

SUBAREAS

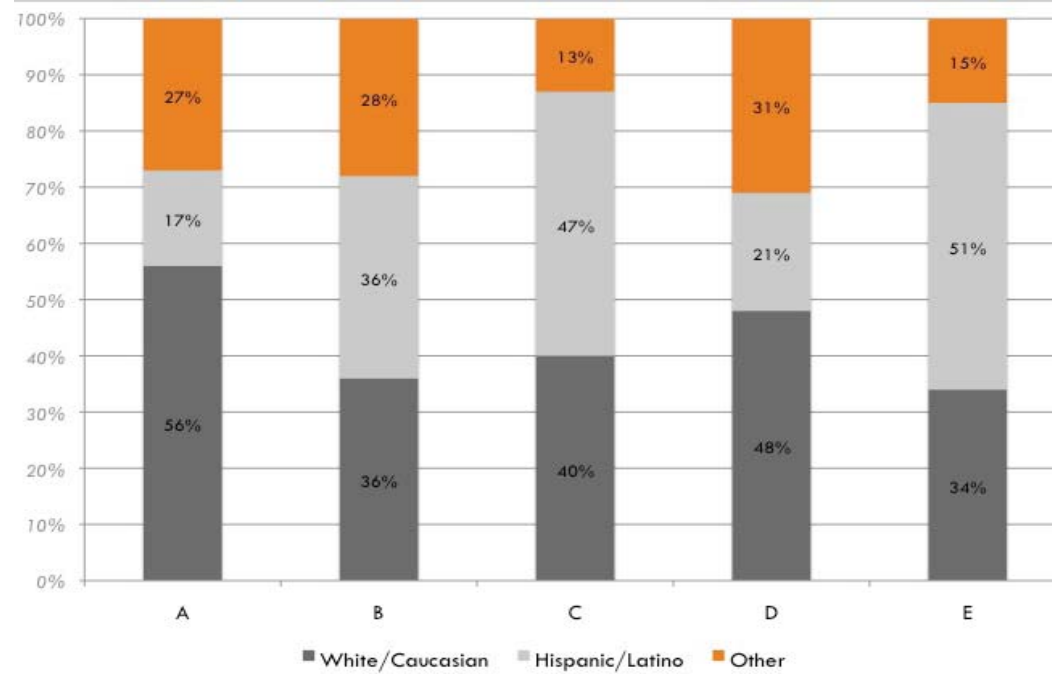
The Hollywood Community Studio divided Central Hollywood North into smaller subareas so we could ensure that each part of the study area was represented. It also allows us to analyze the micro-geography of the area to determine how location relates to perceptions and demographics. Please see the map below for our five subareas.

Subarea Map



Is there a correlation between ethnicity and subarea?

White and Latino individuals made up the majority of respondents (78%). HCS wanted to see if there was any correlation between ethnicity and subarea. The results below demonstrate the percentage of respondents by subarea and by ethnicity. Note that overall, the White population tends to decrease in overall numbers moving west to east, while the Latino population tends to increase moving in the same direction.



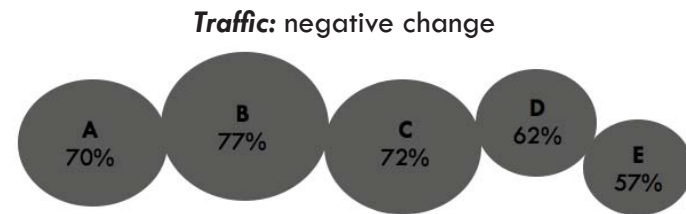
*Other includes Asian, African-American, Thai, Korean, Filipino, Armenian, Multiple Races or "Other" as marked by the respondent. (Respondents were asked to check all ethnicities that apply.) Combined, these individuals accounted for 22 percent of the total responses.

NEIGHBORHOOD CHANGE SCALE & GEOGRAPHY

Do perceptions change depending on where you live or work in the study area? Do more people from one subarea think traffic is changing for the worse than another? What about transportation methods? Do people from one subarea walk more, and people from another drive more? The illustrations below highlight some of these results. Take a look and let us know why you think these differences exist!

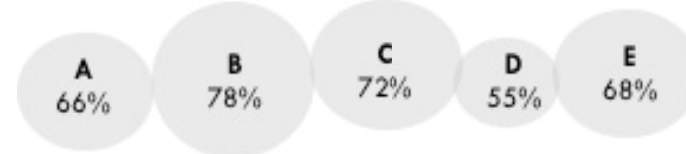
"Change Bubbles" by Subarea

The following "change bubbles" represent the percentage of respondents from each subarea who think a particular neighborhood characteristic is either positively or negatively changing. Overall, respondents feel that parking and traffic are changing for the worse, while food access and quality and diverse shopping are changing for the better (refer to Neighborhood Change Scale on page 3 for a complete list). Is there a difference of opinion based on where you live or work? Look and see!



Although traffic is perceived to be getting worse across the study area, responses vary depending on location. For example, 78 percent of people from Subarea B think it's negatively changing, compared to only 57 percent in Subarea E. One possible reason is because there are fewer people living and working in Subarea E, which may reduce the traffic impact on that area.

Parking: negative change

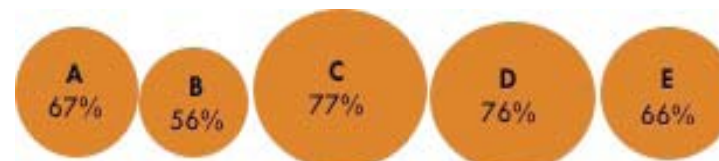


Food Access & Quality: positive change



An overwhelming majority of respondents from Subarea D, 83 percent, feel that food access and quality is improving, compared to only 61 percent who think so in Subarea B. One possible explanation for this difference in opinion may be due to the fact Trader Joe's, a grocery store, opened in Subarea D, on Vine Street just south of Hollywood Boulevard.

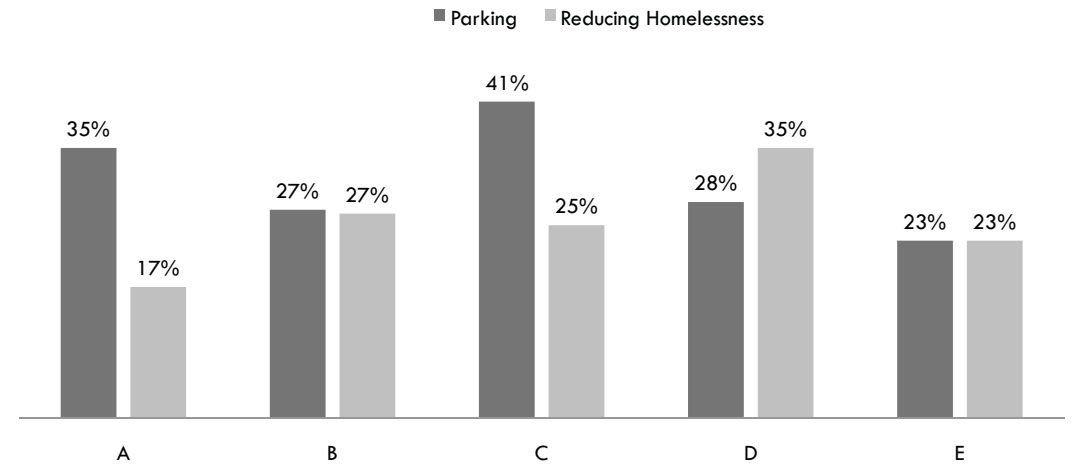
Diverse Shopping: positive change



Do priorities for improvement change depending on location?

Overall, parking and reducing homeless were identified as the top two priorities for improvement in the entire study area. In order to determine whether or not these priorities changed depending on location, HCS analyzed the responses by subarea. Based on the results, it looks like respondents from Subarea C are more concerned with parking than reducing homelessness, while respondents from Subarea D feel the opposite. What are your thoughts?

Priorities for improvement by subarea



Do transportation preferences vary by subarea?

Does where you live or work dictate how often you use certain types of transportation? HCS combined responses from the opinionnaire asking how often people use the following transportation methods: walk, bike, drive, and take public transportation (the bus, subway, or DASH). HCS combined responses from "often" and "fairly often" across all transportation types to form a "frequently" category, and then used the new category to create the graph below. The results indicate that driving, thought to be LA's most common form of transportation, receives the lowest usage rates across all subareas. Walking, biking and public transportation trump driving in all subareas except one. Check out the graph for other trends and results!

Frequently used modes of transportation by subarea

