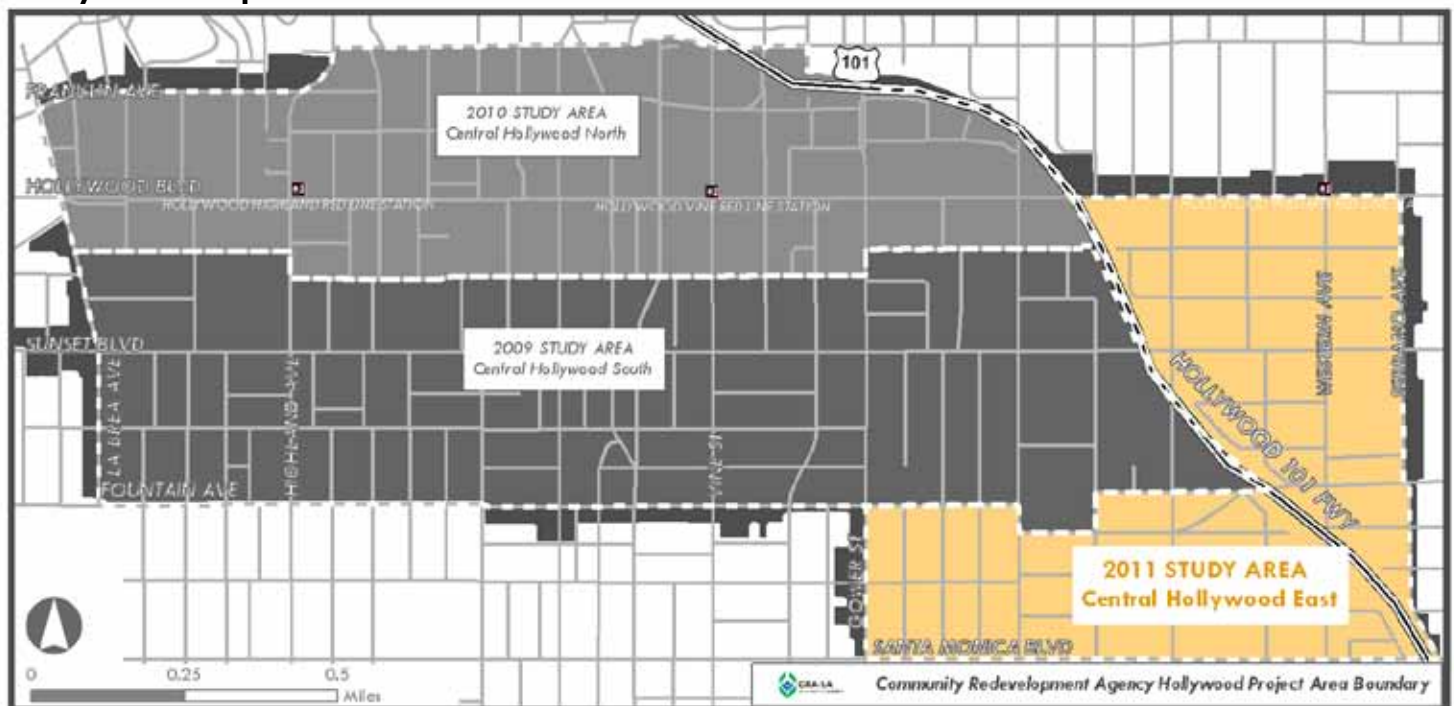


CENTRAL HOLLYWOOD EAST: A Snapshot

The Third Phase of the Hollywood Community Studio's Effort to Measure Change in Hollywood

The Hollywood Community Studio (HCS) has finished its third year of surveying the people who live and work in Central Hollywood to assess how they feel about their neighborhood. In order to survey the entire 1,100-acre study area, HCS divided the area into three smaller, more manageable subareas: Central Hollywood South, Central Hollywood North, and Central Hollywood East. Between 2009 and 2011, we surveyed over 1,000 people who live or work in Central Hollywood. 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?" We then analyze the answers to these questions and share the results with the community and with local government officials. This report discusses some of the findings from the Central Hollywood East 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. All HCS reports can be found at www.hollywoodcommunitystudio.org/publications.

Study Area Map

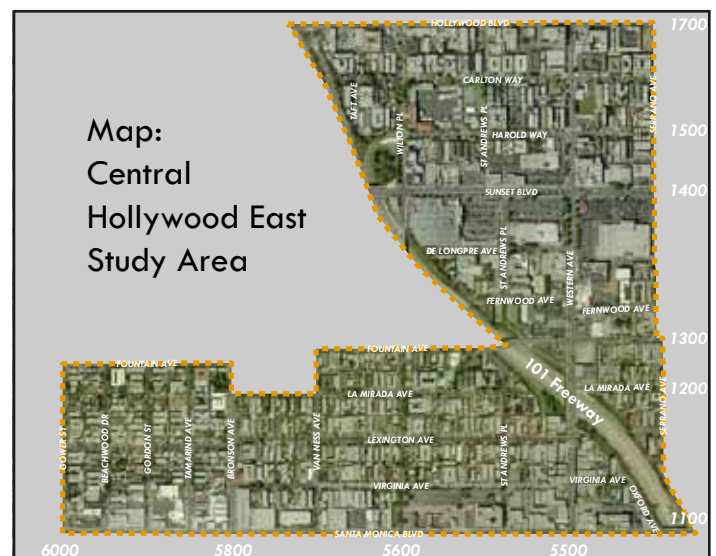


CENTRAL HOLLYWOOD EAST STUDY AREA

HCS spent the summer of 2011 collecting 349 surveys in Central Hollywood East, highlighted in orange above and shown in detail at right. The area is home to almost 13,000 residents, with 90 percent renters and 35 percent age 24 or younger.¹ In addition to being a more populated and younger area, we find that 58.2 percent of residents are foreign-born and 24 percent live below the federal poverty line, which indicates a large immigrant community experiencing economic hardship and social transition.²

1 U.S. Census Bureau, Census 2010 Summary File 1. ESRI Business Analyst using imported shapefile of study area.

2 American Community Survey 5-year Estimates, 2005-2009, by Census Tract. HealthyCity.org, 11 Jan 2012.



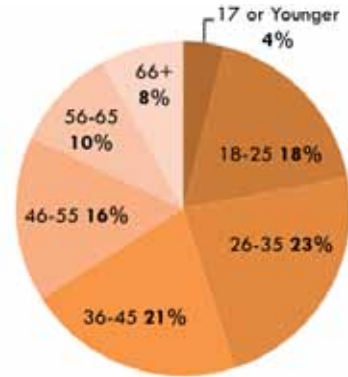
WHO LIVES AND WORKS IN CENTRAL HOLLYWOOD EAST?

On these two pages, learn more about the demographics of Central Hollywood East, how people think their neighborhood is changing, and how they'd like to see the area improve.

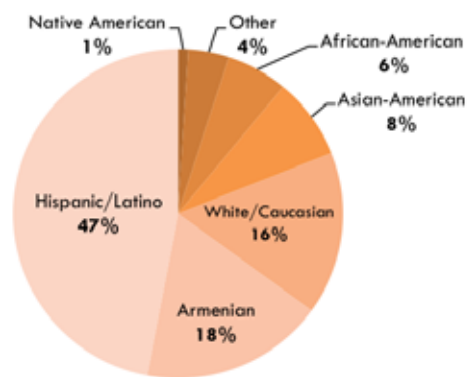
DEMOGRAPHICS

Ethnically, the survey data illustrate the area's growing Hispanic/Latino population. Of significant note is the large percentage of Armenians that live in the area; this may be partially due to HCS's efforts in recruiting an Armenian speaker to survey areas with noticeably high concentrations of Armenian households. At 40, the average age of respondents was 10 years older than the area average (according to 2010 Census ESRI data), which may be due to the fact that we did not interview anyone under 13. Education levels were lower than previous HCS survey areas: 45 percent have a high school diploma or less, 33 percent have an associate degree or some college, and 22 percent have a B.A. or higher.

How old are you?

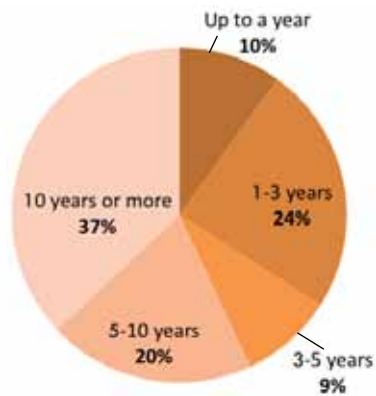


What's your ethnicity?

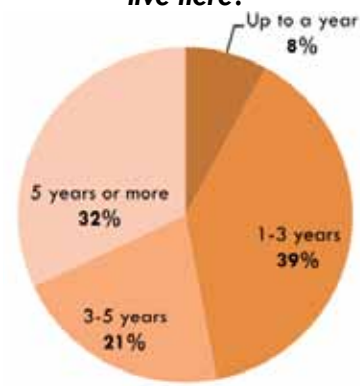


TENURE

How long have you lived here?



How much longer do you plan to live here?

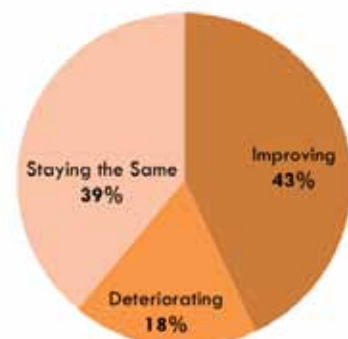


Like many parts of Hollywood, there may be a public notion that Central Hollywood East is a transient neighborhood due to its young population and perceptions among ethnic immigrants that it is a gateway to more affluent neighborhoods. However, the numbers reflect a neighborhood with long residential tenure, as over 50 percent have lived here for at least five years and 37 percent have been here for at least ten years. Additionally, over half of respondents think they will continue to live here for at least five years, which indicates a neighborhood that is not as transient or fast as the name Hollywood suggests.

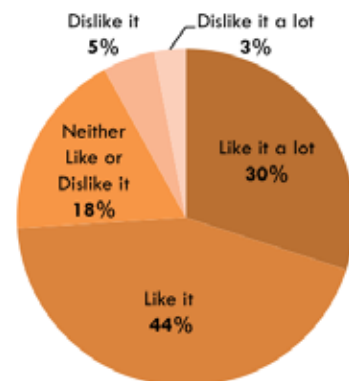
PERCEPTIONS

Do people think Hollywood is getting better? As with the other Hollywood areas surveyed, many respondents (43 percent) in Central Hollywood East feel Hollywood is improving. This is an increase from 1984, the first year a survey was administered by the CRA/LA, when only 14 percent of respondents felt Hollywood East was improving. Today nearly 75 percent of respondents either like the area or like it a lot, while just 8 percent either dislike the area or dislike it a lot. These positive feelings may be harnessed toward collective efforts to improve the neighborhood or develop more neighborhood pride.

Is Hollywood getting better?

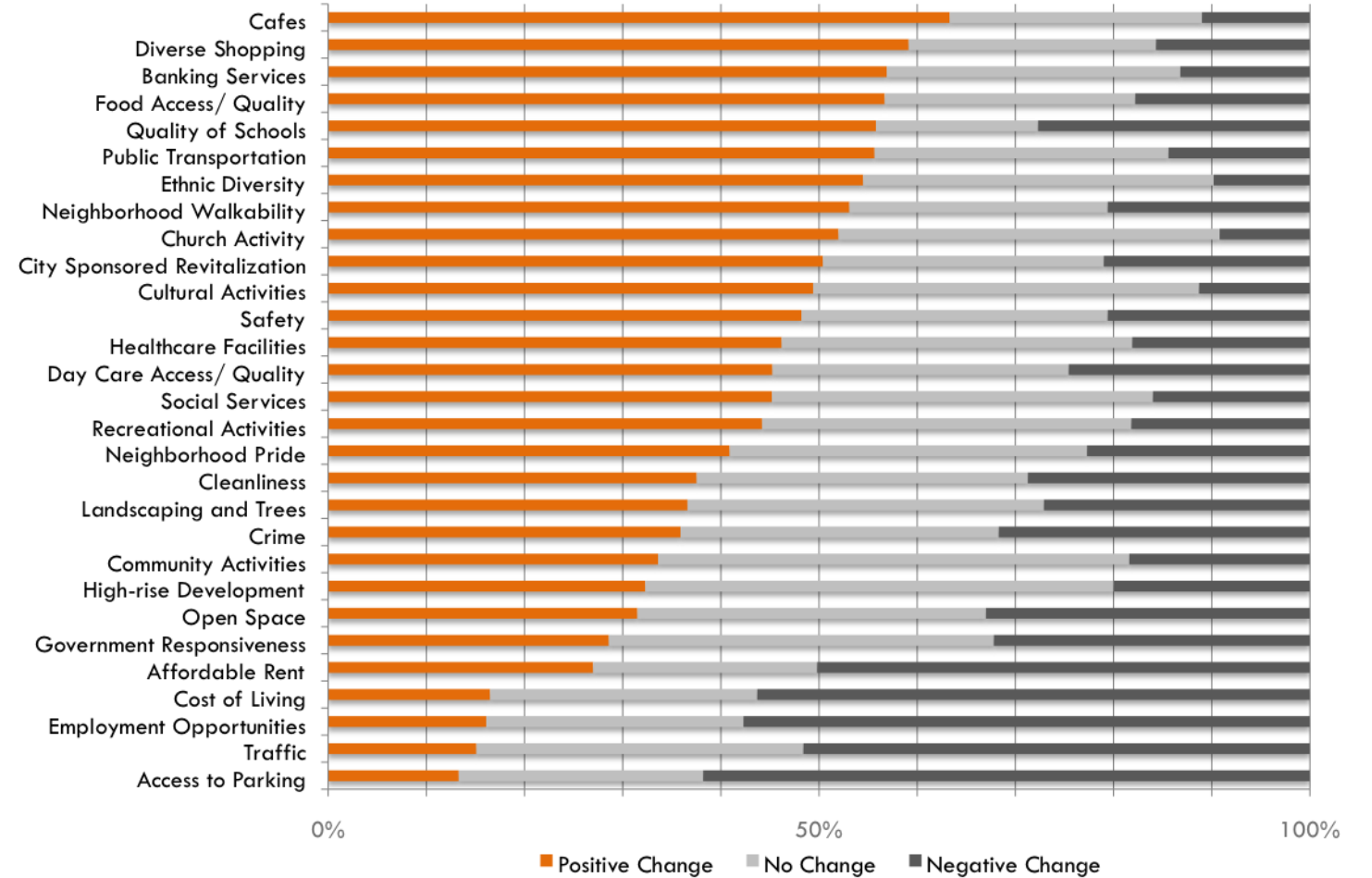


Do you like living in Hollywood?



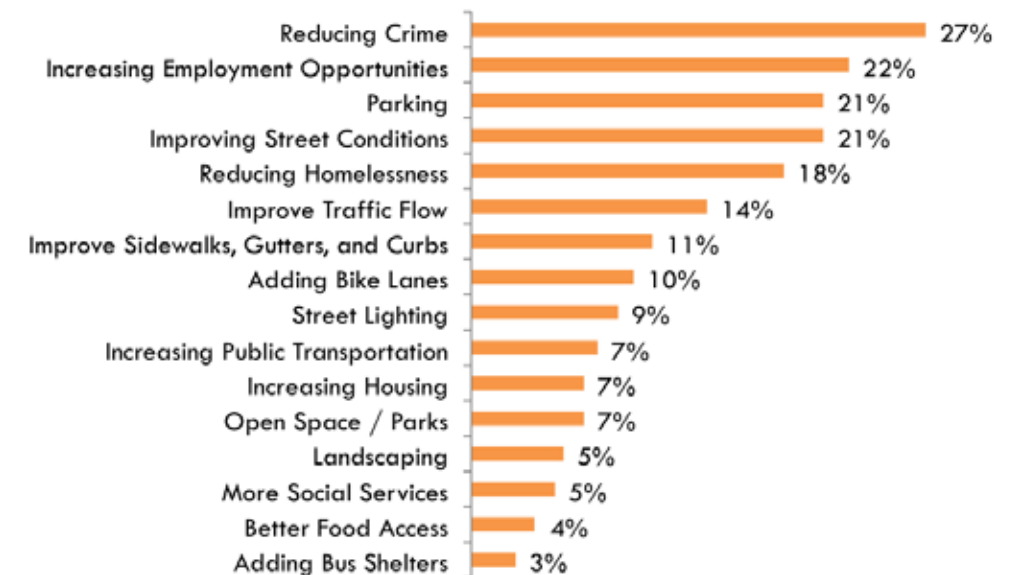
How do residents see their neighborhood changing?

The HCS Neighborhood Opinionnaire asks respondents to indicate whether certain aspects of their neighborhood are changing for the better, for the worse, or not at all. Below is the list of all 29 neighborhood characteristics we ask about. While access to parking, employment opportunities, and cost of living seem to be changing for the worse, respondents think that cafes, diverse shopping, and banking services 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 in order to encourage development and policy that reflect the needs of the community. So, what do residents care about? What are some of their concerns? We asked respondents to identify their top two priorities for improvement, and the results are summarized in the chart to the right. Reducing crime and increasing employment opportunities topped the chart, accounting for 27 percent and 22 percent of responses respectively. Other notable areas of concern include parking, improving street conditions, and reducing homelessness.



DIGGING DEEPER: SUBAREAS

HCS divided Central Hollywood East into smaller subareas to ensure that each part of the study area was represented. This 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 six subareas and the number of survey respondents per subarea.



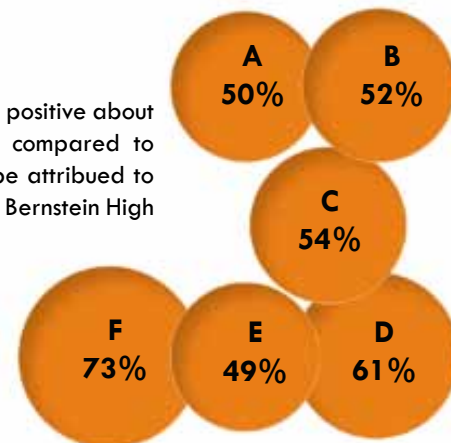
“Change bubbles” by subarea

The following “change bubbles” represent the percentage of respondents from each subarea who think a particular neighborhood characteristic is either positively or negatively changing. Across all subareas, people seem to agree that traffic and parking are getting worse and diverse shopping and cafes are getting better, but other characteristics stood out in terms of geographic variation. Is there a difference of opinion based on where you live or work? Look and see!

Schools:

positive change

Area F feels much more positive about their “schools” change compared to other areas. This may be attributed to their proximity to Helen Bernstein High School, which opened in 2008.



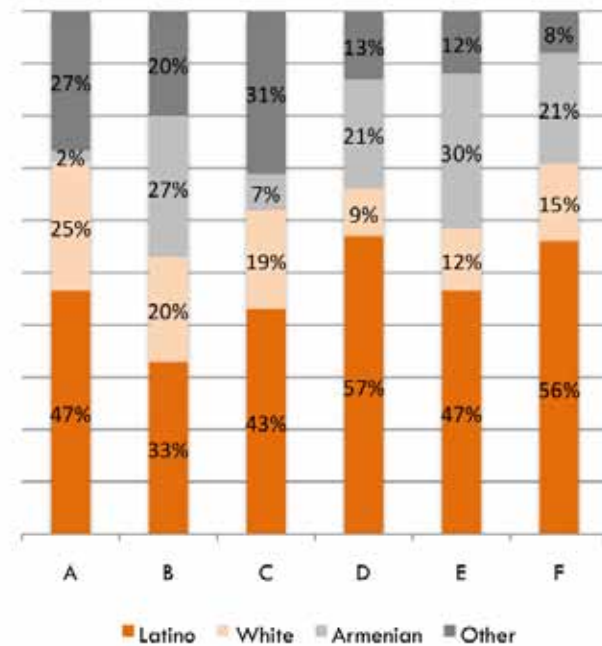
GEOGRAPHIC DIFFERENCES

Do perceptions change depending on where in your neighborhood you live or work? Do more people from one subarea think schools are changing for the better than another? What about transportation preferences? Do people from one area walk more, and people from another drive more? The illustrations below highlight some of our subarea comparisons. Why do you think these differences exist?

Is there a correlation between ethnicity and subarea?

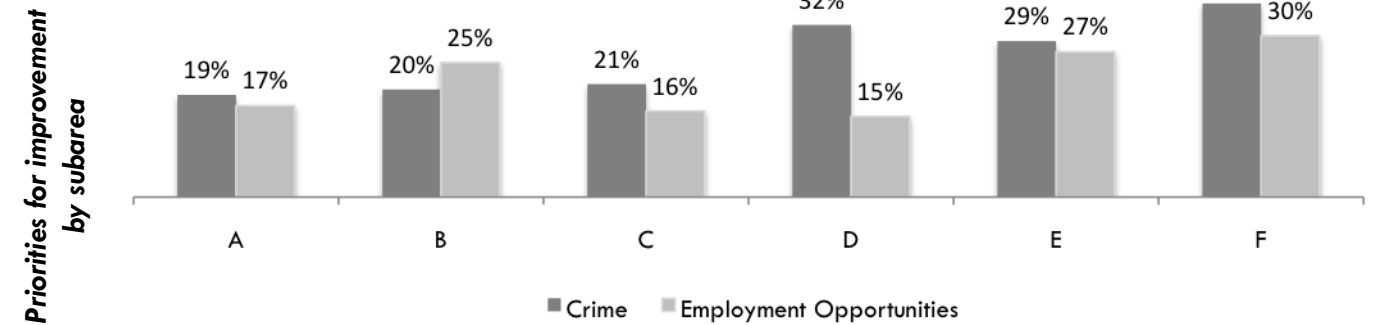
Overall, Latino, White, and Armenian individuals made up the majority of the population in Central Hollywood East. The Latino population is especially prominent throughout this year’s study area, comprising higher percentages in all subareas than any other single group. There is also a notable presence of Armenians living in the study area. Note that overall, the Armenian population tends to increase in numbers moving north to south, while the White population decreases slightly moving in the same direction.

Ethnicity by subarea



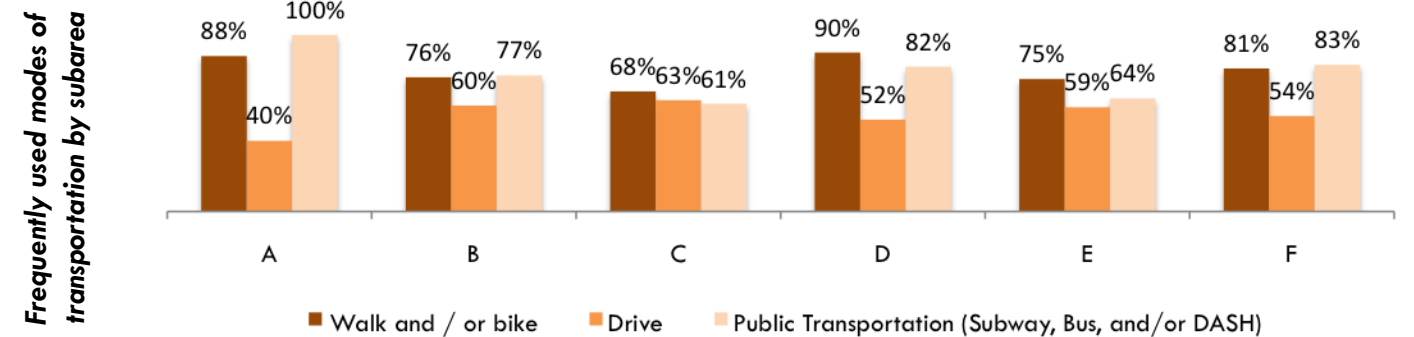
Do priorities for improvement change depending on location?

Overall, crime and employment opportunities were identified as the top two priorities for improvement in the entire Central Hollywood East study area. In order to determine whether or not these priorities changed depending on location, the HCS team analyzed the responses by subarea. Based on these results, it looks like respondents from Subarea D are particularly concerned with crime compared to employment opportunities while respondents from Subarea B feel that employment opportunities are a greater concern. What are your thoughts?



Do transportation preferences vary by subarea?

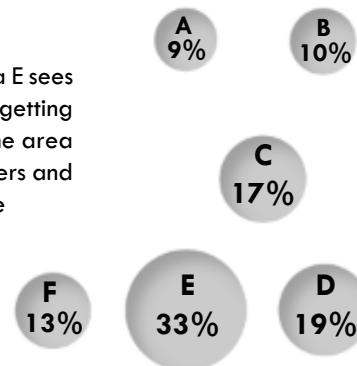
Does where you live or work dictate how often you use certain types of transportation? HCS combined responses from questions asking how often people use the following transportation methods: walk, bike, and take public transportation (the bus, subway, or DASH). HCS combined responses from “often” and “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, believed 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!



Food Access & Quality:

negative change

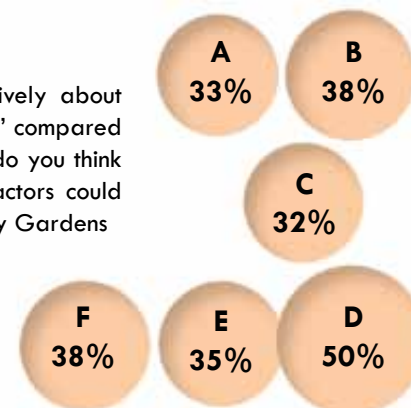
More than the other areas, area E sees “food access and quality” as getting worse. This might be because the area is farther from commercial centers and the residents who live there are highly transit-dependant. What do you think could be the reason?



Cleanliness:

positive change

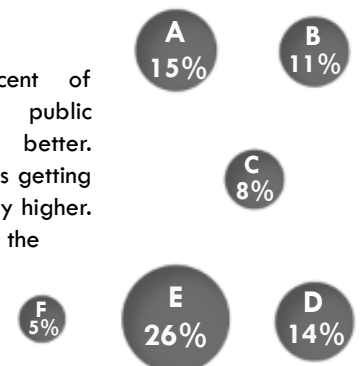
Area D feels more positively about the change in “cleanliness” compared to the other areas. Why do you think this might be? Possible factors could be the Fountain Community Gardens near the 101 freeway or increased cleaning efforts at the Western and Santa Monica commercial area.



Public Transportation:

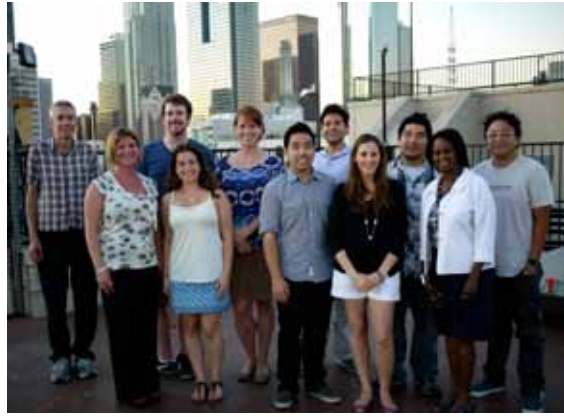
negative change

Altogether, over 50 percent of respondents said that public transportation was getting better. However, of those who said it’s getting worse, subarea E ranks notably higher. Some residents mentioned that the red line subway stops on Hollywood Boulevard are far to walk to, which may contribute to these perceptions.



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. HCS interns came from local universities and colleges including Cal Poly Pomona, Cal State Long Beach, USC, and UCLA. We thank Daisy Allen, Philip Armstrong, Tristan Blane, Armine Jallatyan, Narine Jallatyan, Jay Lee, Kate Mayerson, Lisa Messineo, Pamela Murad, Phuong Nguyen, Catherine Stringer, TJ Suwanswet, and volunteer coordinator Ryan Duff for their valuable contribution. We also thank Billie Lay and Maria Lam from Thai CDC who, in addition to gathering surveys, assisted with data analysis and in writing this report. Without the hard work and dedicated efforts of our exceptional team during the summer of 2011, this research would not have been possible.



The Hollywood Community Studio (HCS), a project of the **Los Angeles Community Studio**, 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 Hollywood community. The Los Angeles Community Studio is a project of Community Partners®, a nonprofit charity exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code.



UPCOMING ACTIVITIES

Winter 2011

- * Conclude case study and focus group series
- * Present Central Hollywood East findings to CRA/LA Board of Commissioners, neighborhood councils, public officials and local stakeholders
- * Wrap up final activities for 3-year Hollywood project

Spring 2012

- * Commence NELab, a new community outreach and education project in Northeast Los Angeles
- * Present a session at the annual American Planning Association conference, April 14-19 in Los Angeles, about the HCS project and planning toolkit entitled "Re-Imagining Hollywood"

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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.