

## COMMUNITY VOICES



One community member thinks Hollywood needs more trees and less traffic.



38% of the residents surveyed feel improving traffic flow is a priority in Hollywood.

A small business owner lets us know there are a lot of small local businesses in Hollywood.



HCS identified over 800 small businesses in a square mile of Central Hollywood.



Living in Hollywood can be expensive. A local resident tells us Hollywood needs cheaper rents.



More than half of residents surveyed think that the cost of living in Hollywood is increasing.

\* Statistics are from HCS' 2009 resident and small business survey efforts.



A resident tells HCS what data we should track for our Hollywood community report card.

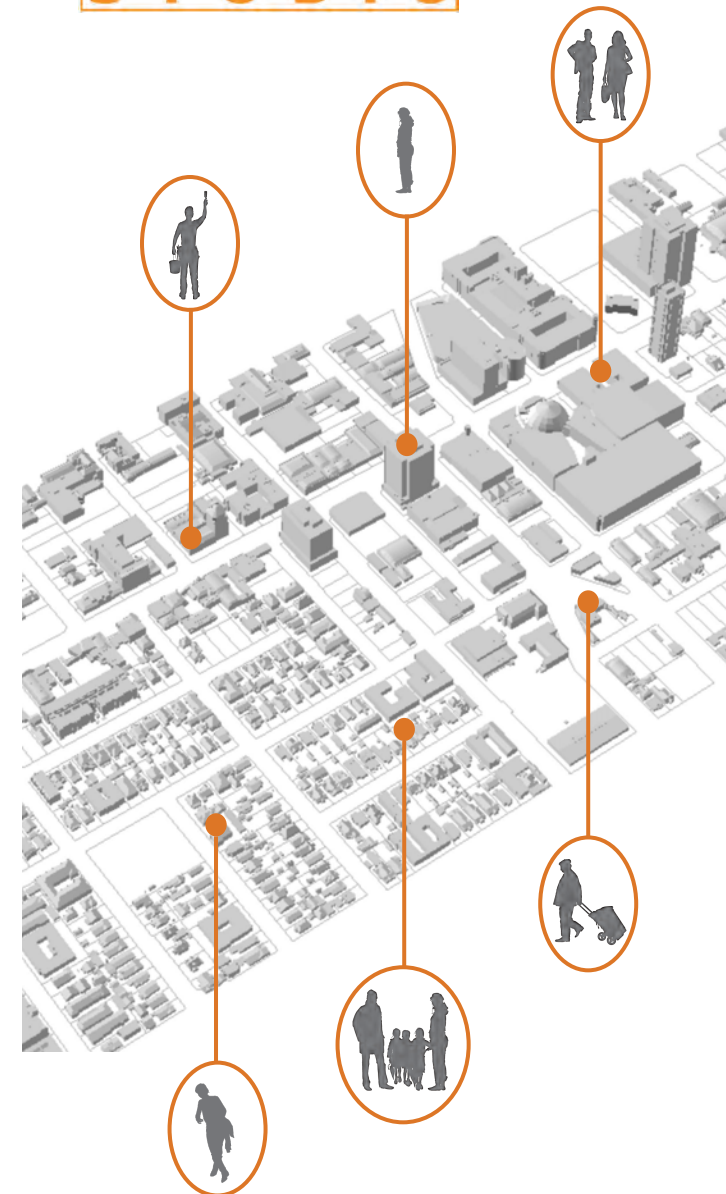
## OUR MISSION

The Hollywood Community Studio empowers the people of Hollywood to transform their lives and their community. We accomplish this mission by:

- Linking residents, small businesses and community organizations with local opportunities and services that will help them meet their goals;
- Facilitating the creation of a shared vision for the future of our community;
- Encouraging active and effective participation in public life;
- Promoting equitable and sustainable development;
- Measuring the change redevelopment brings to our community; and
- Sharing the results of our research with the community and beyond.

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## HOLLYWOOD COMMUNITY STUDIO



Connecting people with place.

## WHAT IS THE HOLLYWOOD COMMUNITY STUDIO?

The Hollywood Community Studio (HCS) is a community-based research project that studies 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 specializes in **research** and **outreach** initiatives to gain a better understanding of what the community needs and then shares these results with local decision makers to influence the future direction of Hollywood. HCS is supported by the Community Redevelopment Agency of the City of Los Angeles, and works closely with the Thai Community Development Center, the Hollywood Community Housing Corporation, and LA Voice to carry out its work in Central Hollywood.



*HCS is in the Crossroads of the World complex.*

**What services can we help connect you to in your neighborhood?**



## RESEARCH

HCS uses a variety of research tools to help understand the needs of the Hollywood community. Our research methods include:

- Annual resident and small business surveys
- Focus groups
- Asset mapping
- Portraits of Hollywood (see orange boxes)
- Community report cards
- Evaluating the effectiveness of public policy
- Monitoring community benefit agreements



*Survey interns get ready to hit the streets.*



*Residents take our survey.*

## OUTREACH

HCS' outreach initiatives include:

- Linking local residents with jobs and housing
- Developing online tools to help stakeholders understand what development is happening in Hollywood
- Facilitating capacity-building classes for community-based organizations
- Sharing the results of our research with the community



*An HCS staff member leads community members on a field trip about green development.*



*Residents learn about a proposed plan at a community workshop.*