

# The West Hollywood Community Study

## Presentation to City Council



April 1, 2013

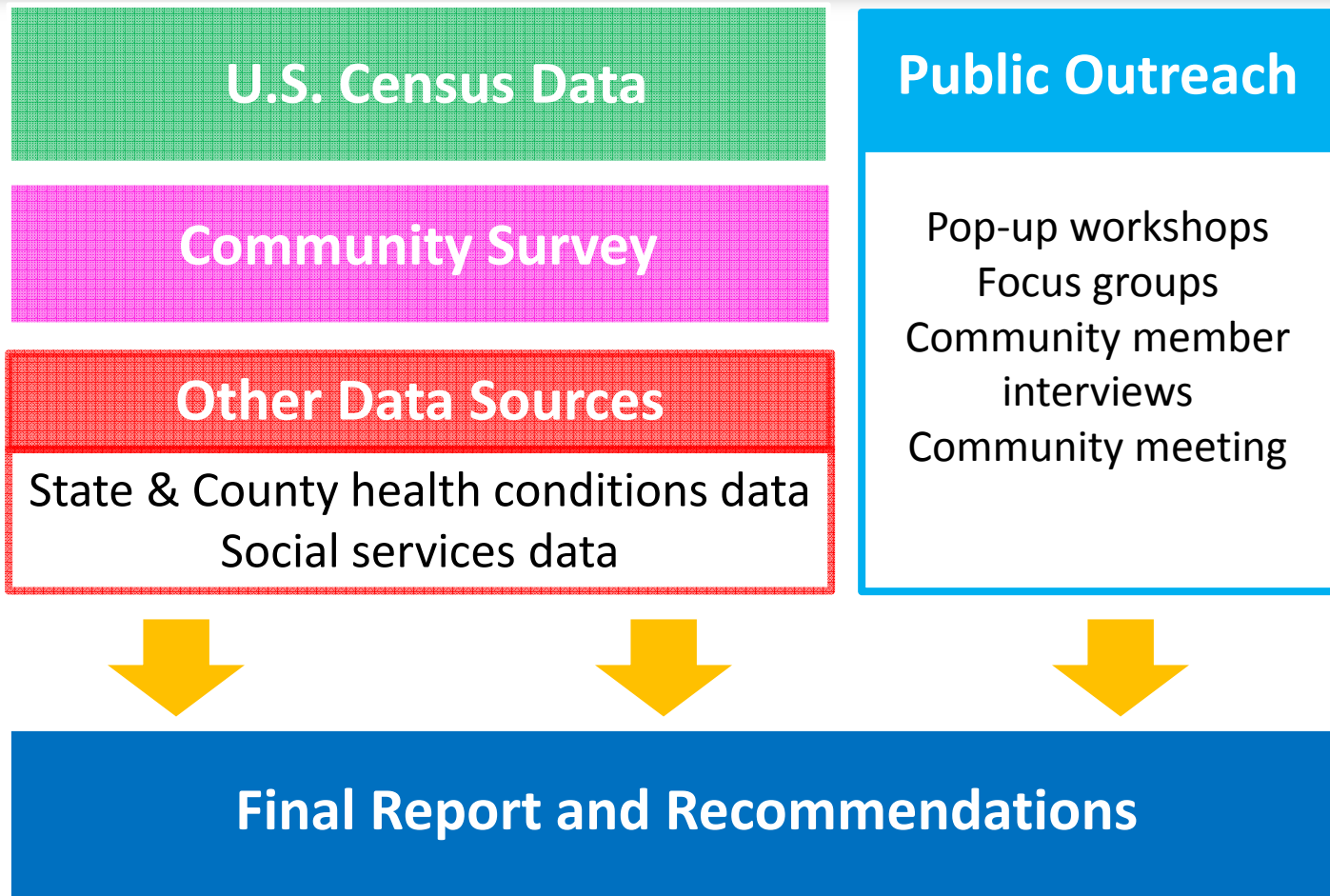


# The West Hollywood Community Study

- Purpose:
  - Understand West Hollywood today
  - Develop actionable recommendations for social services in West Hollywood



# Project Components



# Project Methodology

- Statistically-valid community survey
- Demographic, socio-economic, and health conditions data analysis



# Outreach Methodology

- Comprehensive outreach process
  - 11 pop-up workshops
  - 31 community member interviews
  - 13 focus groups
  - Community meeting
- General community survey
- Comment card and demographic data
- Russian, Spanish, and English materials





# Statistically-valid Mail Survey Methodology

- Conducted by Godbe Research
- 6,498 surveys received by West Hollywood residents
- 727 surveys completed
- Results represent Census population characteristics for adults 18+
- Methodology:
  - Hard-copy and online options
  - Available in English, Russian, and Spanish

# Demographic, Socio-Economic, and Health Conditions Data

- Conducted by Raimi & Associates
- Includes demographic, socio-economic and health conditions data
- Analysis of clients served by social services
- Data sources
  - US Census data 1980, 1990, 2000, 2010
  - State and County health conditions data
  - Social services data from City

# Demographics from 2010 U.S. Census

- **Population (34,399)**, households (22,511), and average household size (1.53) have **decreased** since 2000.
- **Men are 56% of the population**, a rate that has increased slightly since 2000.
- Households of **families with children** has slowly **decreased**.
- The population of children **under 5 years old** is **increasing**.
- **955 civilian veterans** and 9 people in active duty.



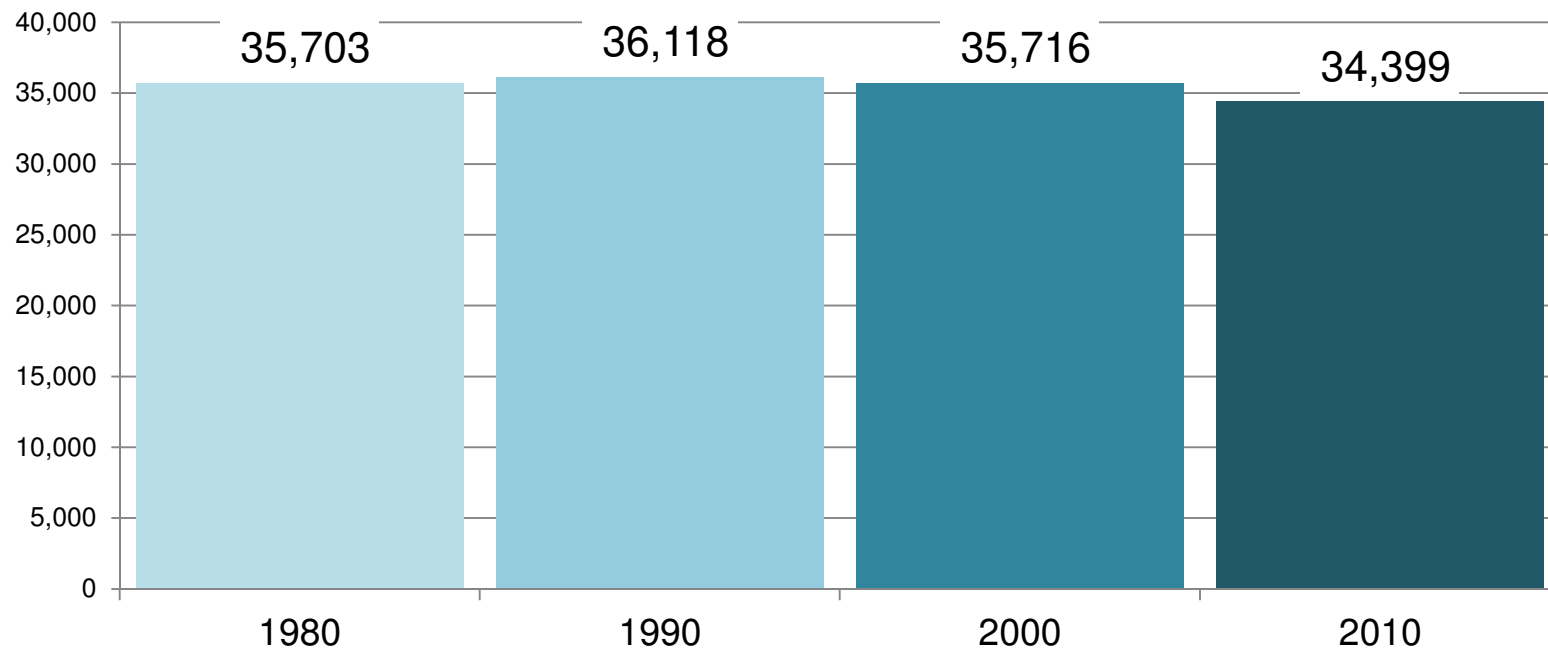
# Demographics from 2010 U.S. Census

- Percent of **renters versus homeowners** has **remained constant**.
- The City of West Hollywood is **increasingly more educated** than LA County as a whole.
- **Unemployment** is **slightly higher** than previous decades.
- Population **below the poverty level** has slowly **increased**.
- Median **household income** is **higher in LA County** than in West Hollywood.
- **Families with children** with incomes **below the poverty level** has **increased**.

# Demographics from 2010 U.S. Census and 2013 Community Survey

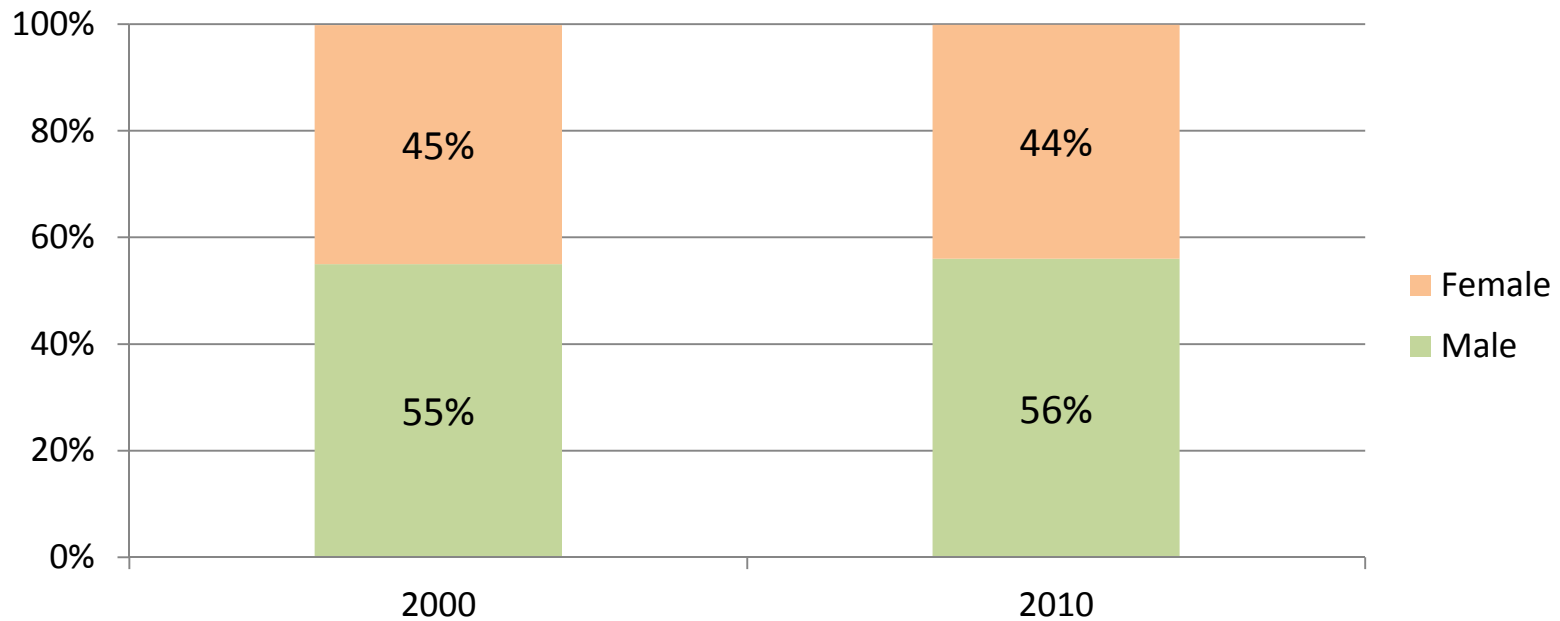
- Proportion of **Hispanic/Latino** and **Asian or Pacific Islander** population has **increased**.
- United States **citizenship** has **increased**.
- The population of **immigrants** from countries of the **former Soviet Union** has **decreased**.
- The percentage of residents who **speak** other Indo-European languages (including **Russian**) has **decreased**.
- **Community survey** respondents who identify as **heterosexual decreased**, while respondents who identify as **gay male increased**. (the U.S. Census does not include an option to specify sexual orientation; this statistic compares the 2006 West Hollywood Community Study survey response to that of 2013.)

# Population (1980 – 2000)



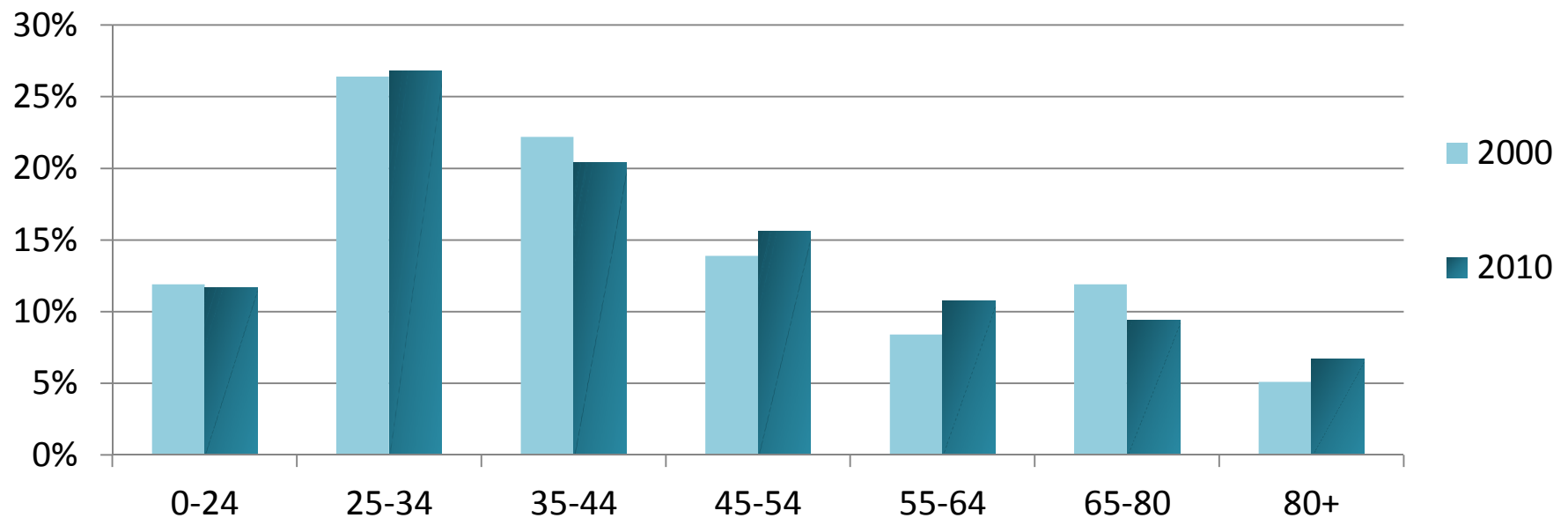
Population, households, and average household size have decreased since 2000.

# Gender (2000, 2010)



Men are 56% of the population, a rate that has increased slightly since 2000.

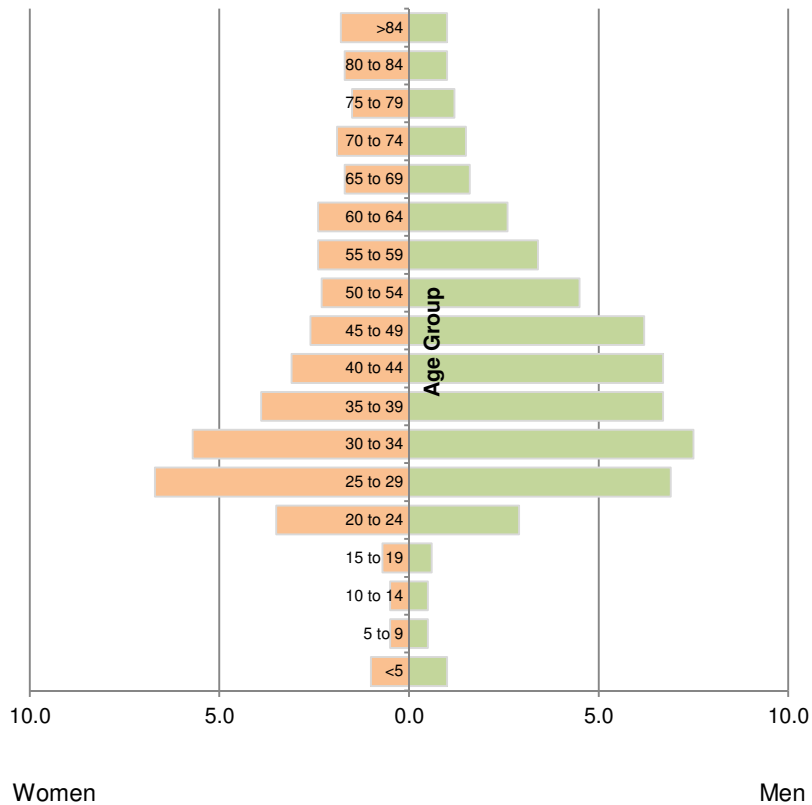
# Age Groups (2000, 2010)



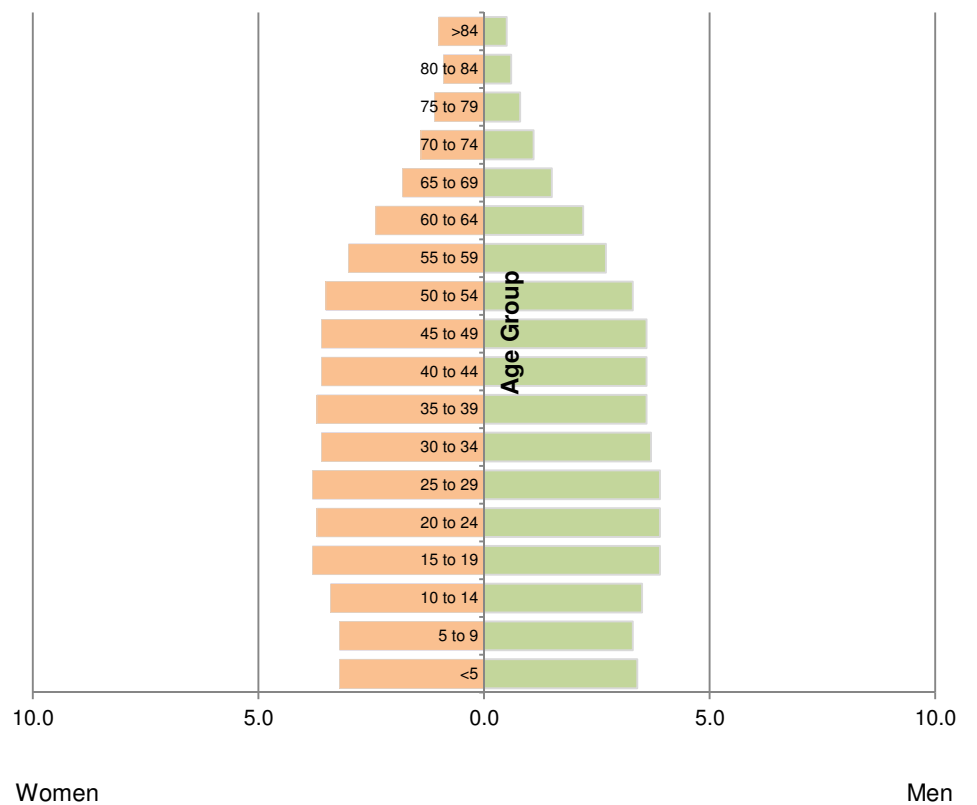
Some age groups have increased, while others have decreased, since 2000.

# Age and Gender: West Hollywood vs. LA County (2010)

West Hollywood

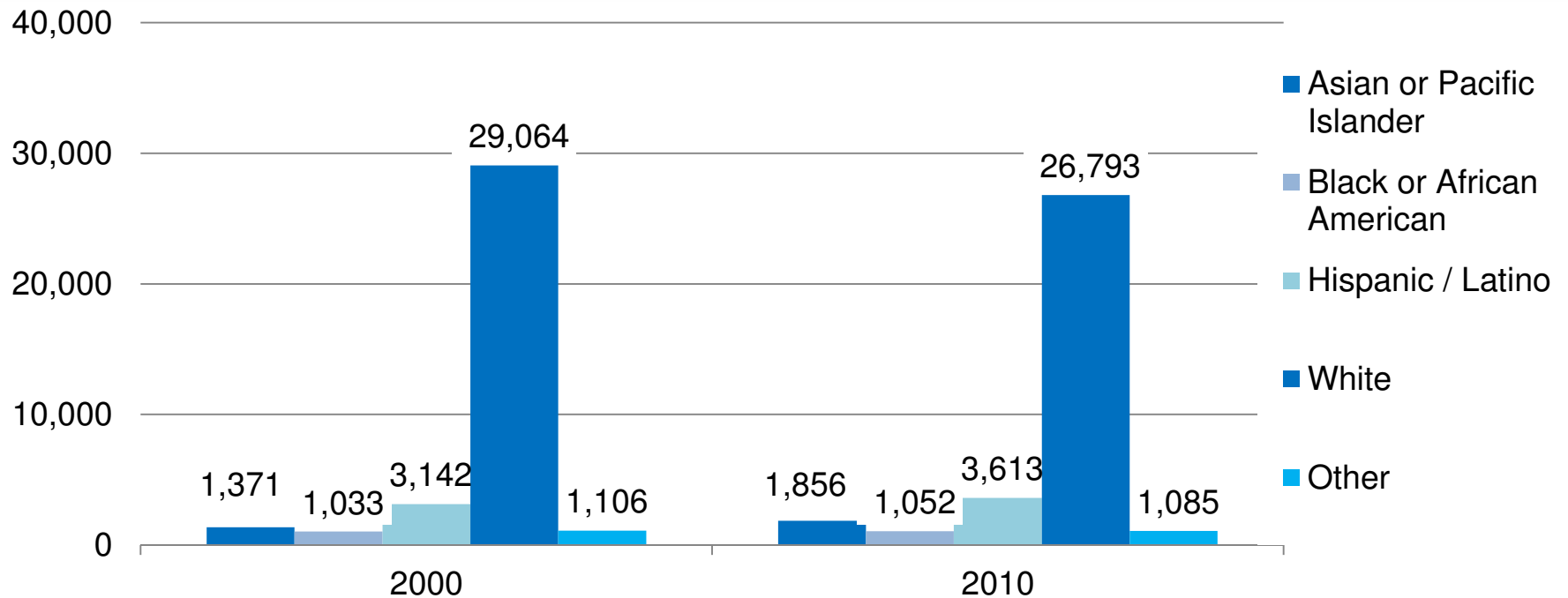


Los Angeles County



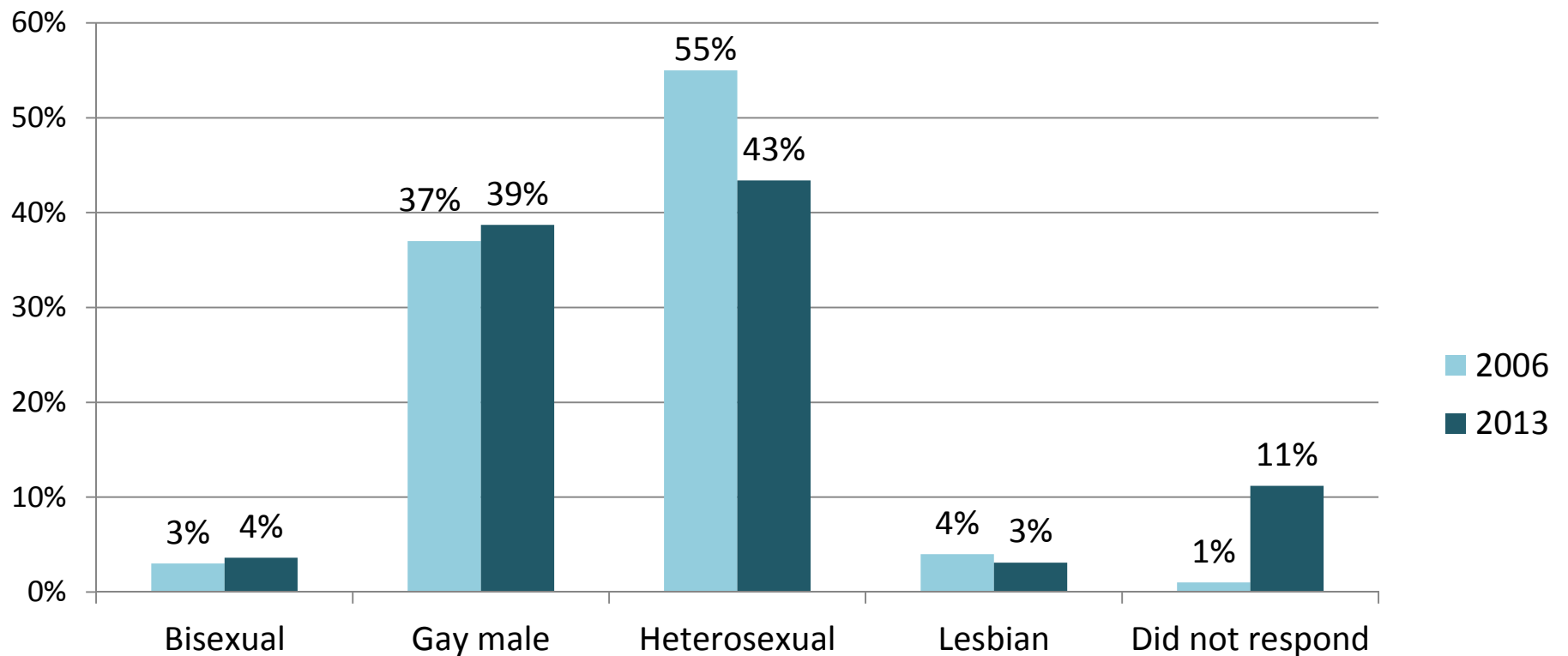


# Ethnicity (2000, 2010)

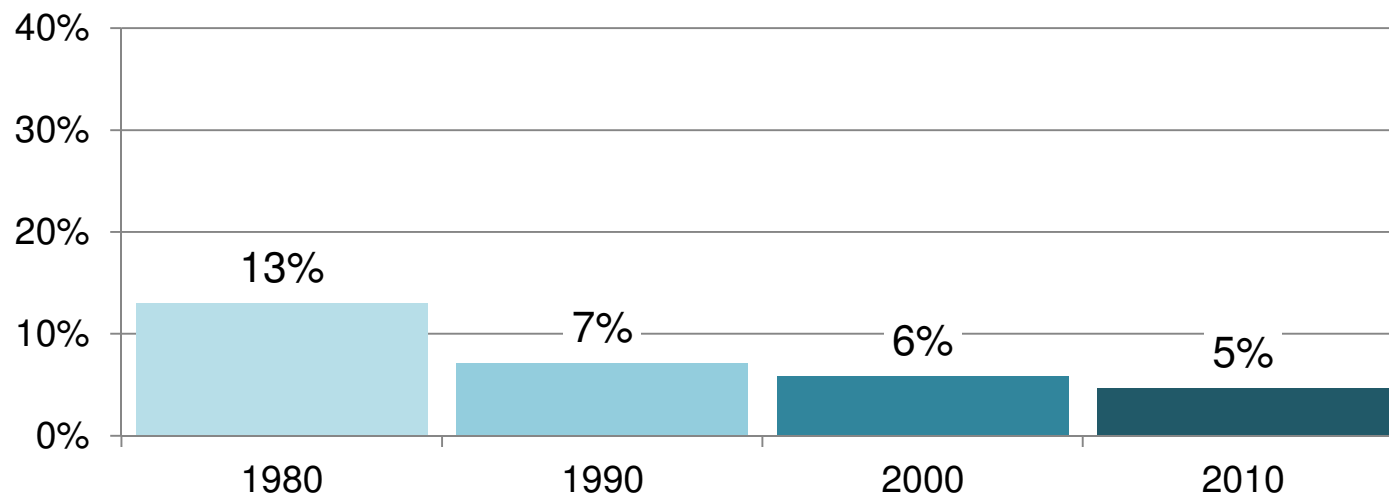


Proportion of Hispanic/Latino and Asian or Pacific Islander population has increased.

# Sexual Orientation: Community Survey Respondents (2006, 2013)

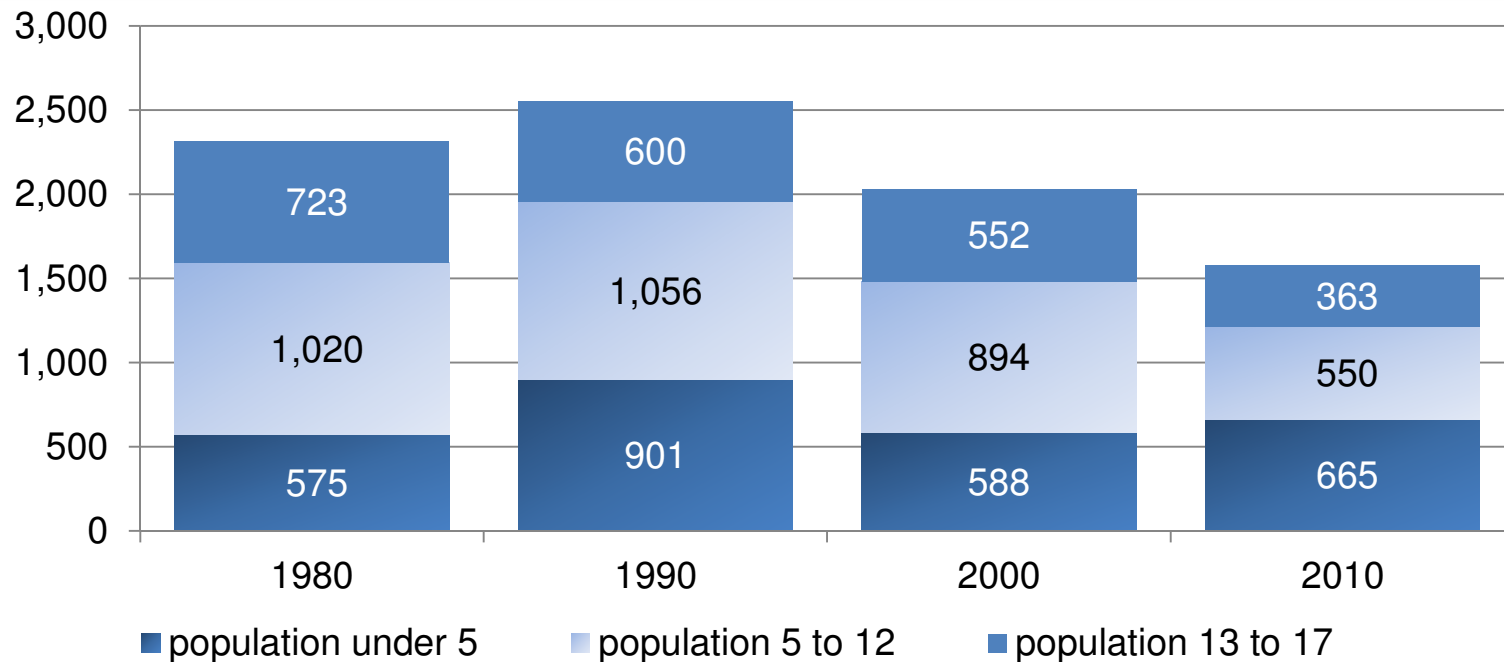


# Total Households of Families with Children (1980-2010)



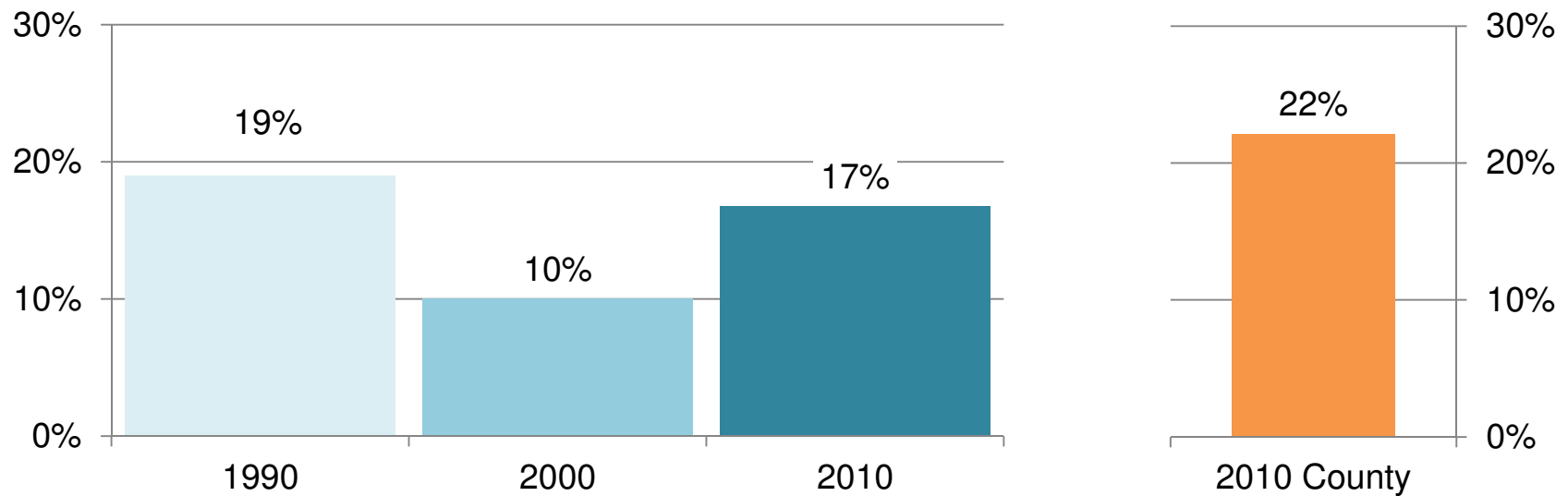
Households of families with children has slowly decreased.

# Total Population under 18 Years Old (1980-2010)



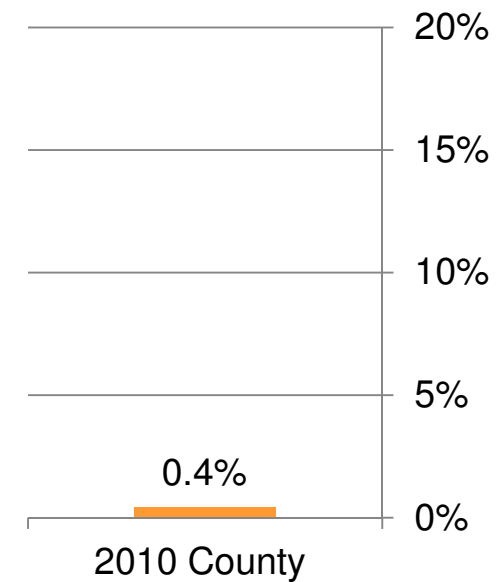
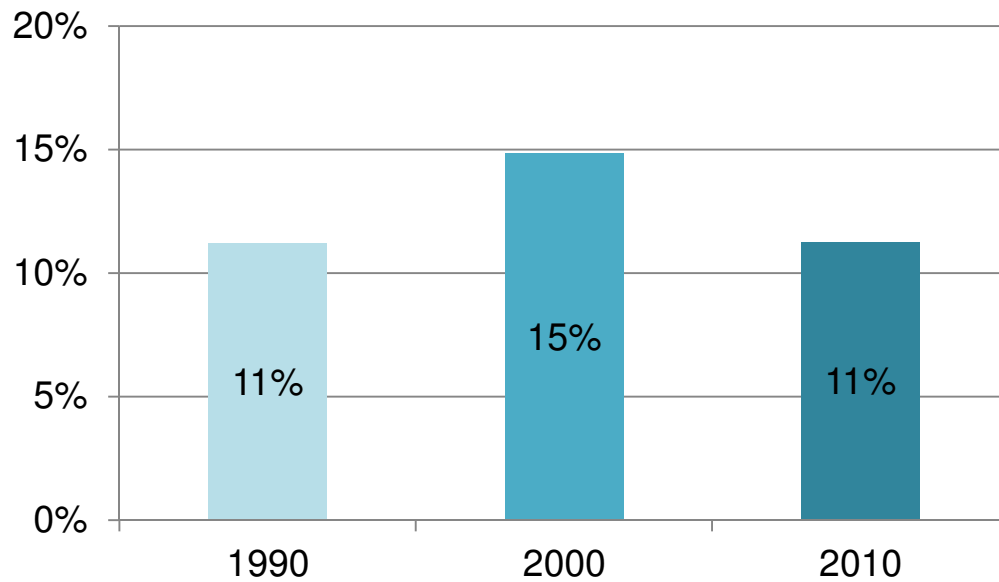
The population of children under 5 years old is increasing.

# Proportion of Families with Children below the Poverty Line (1990-2010)



Families with children with incomes below the poverty line has increased.

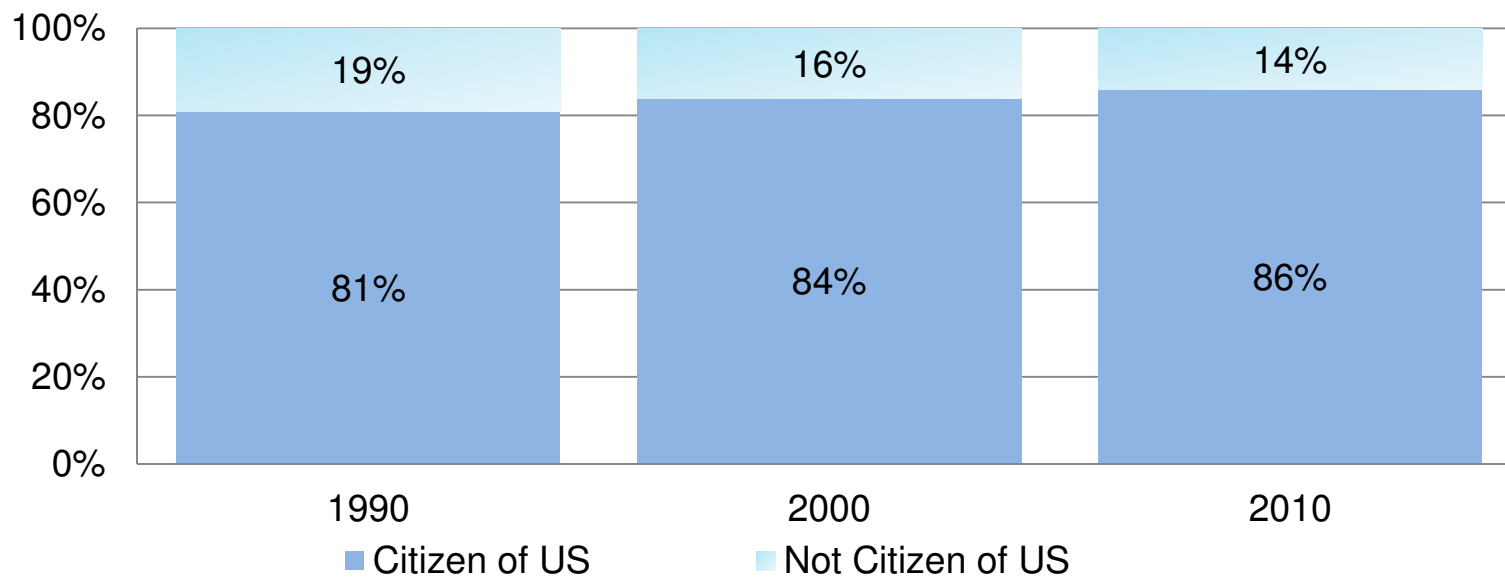
# Immigrants from countries of the former Soviet Union (1990-2010)



The population of immigrants from countries of the former Soviet Union has decreased.

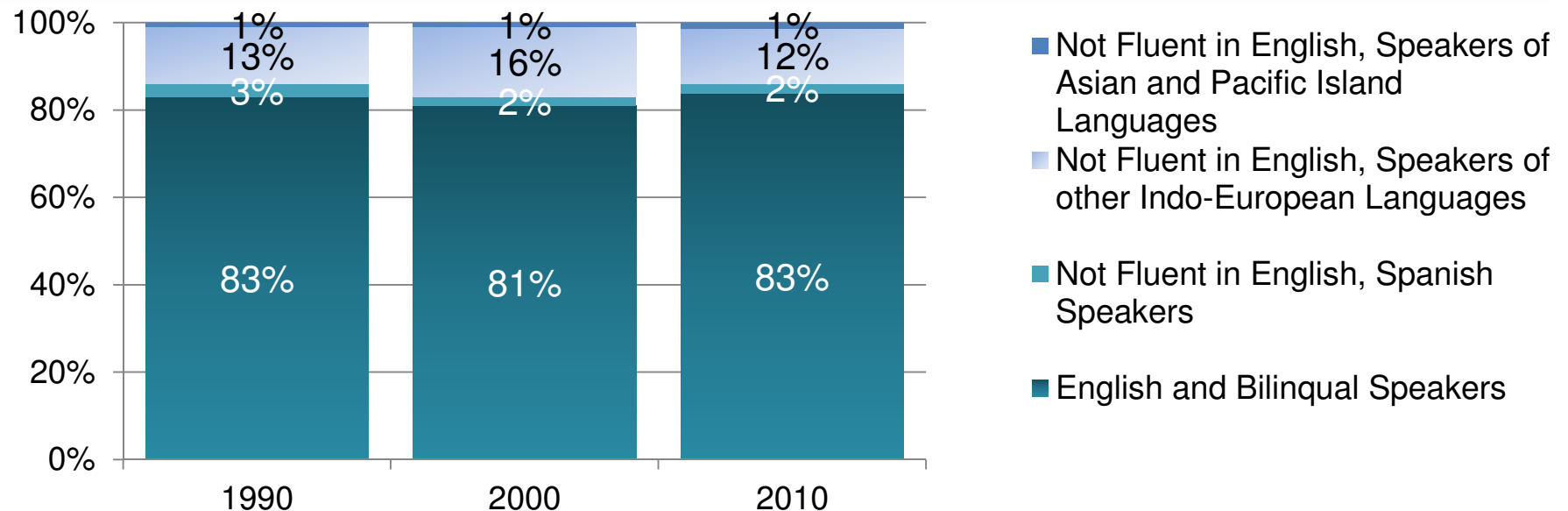


# Citizenship (1990-2010)



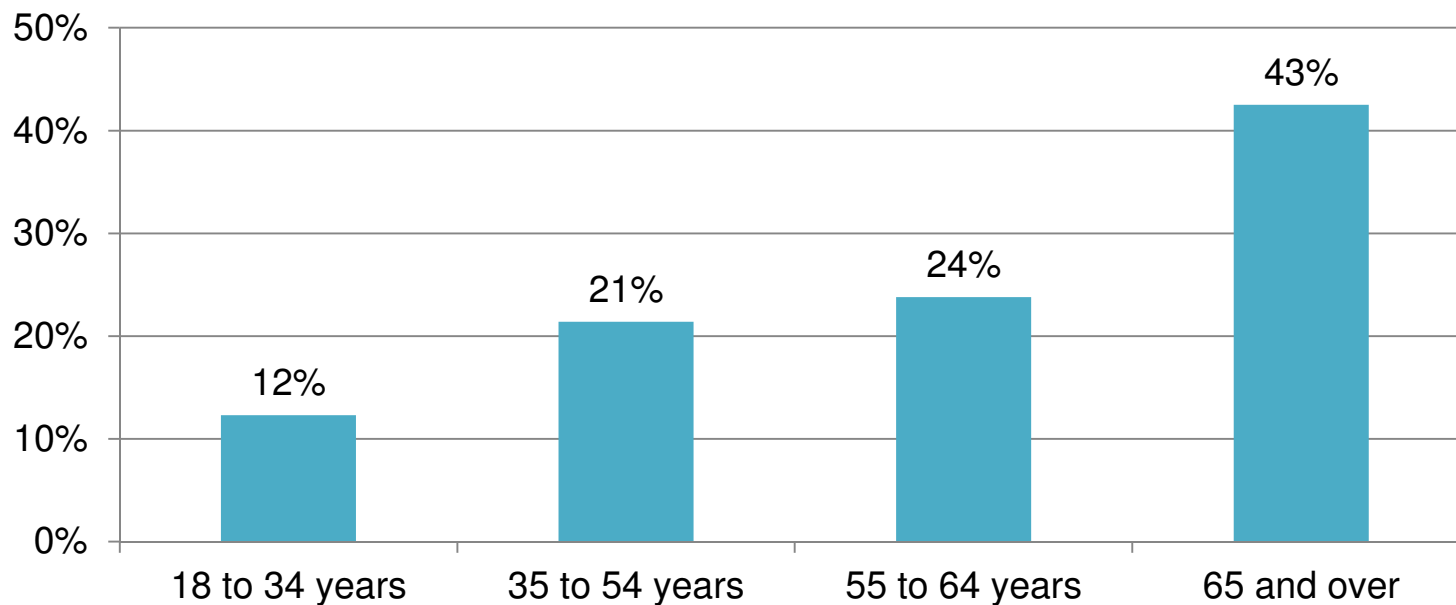
United States citizenship has increased.

# Language Spoken at Home (1990-2010)



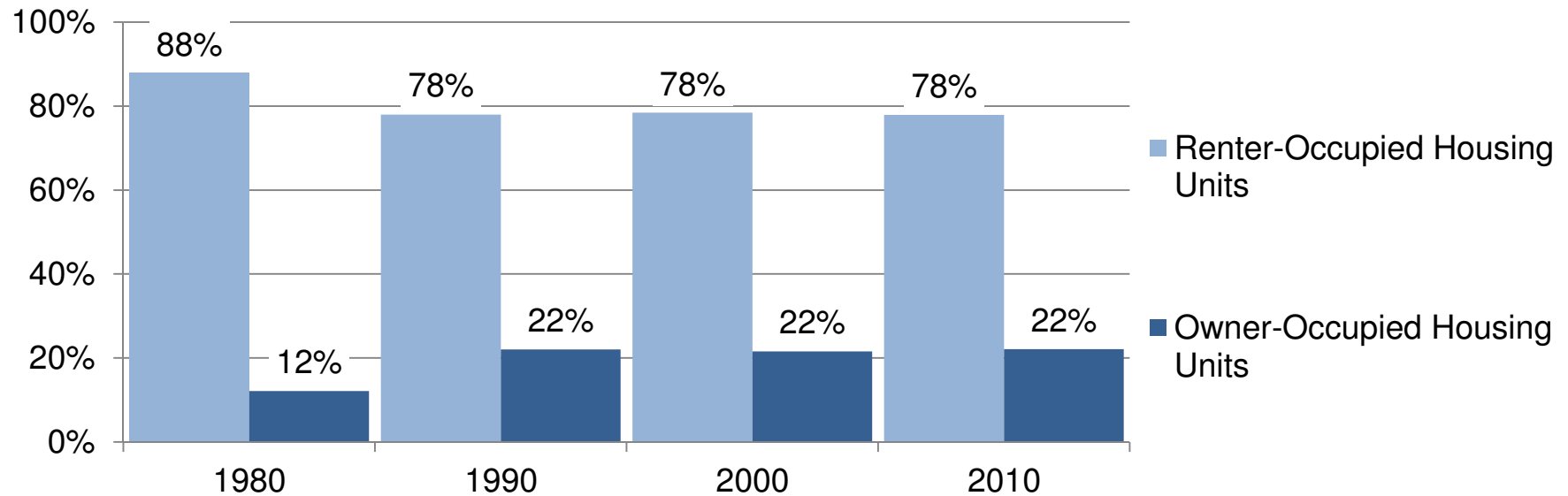
The percentage of residents who speak other Indo-European languages (including Russian) has decreased.

# Age of Veterans (2010)



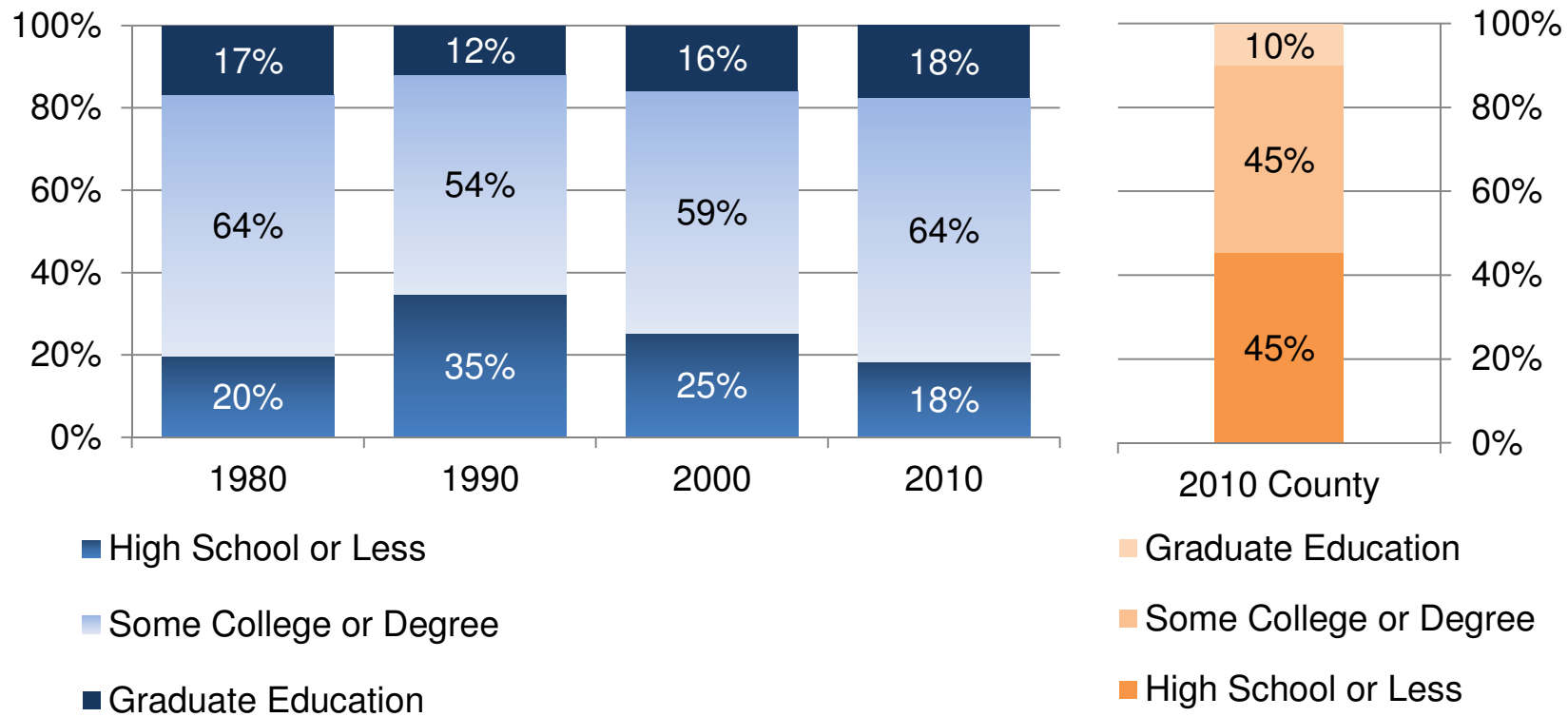
955 civilian veterans and 9 people in active duty.

# Housing: Renter & Owner-Occupied Housing Units (1980-2010)



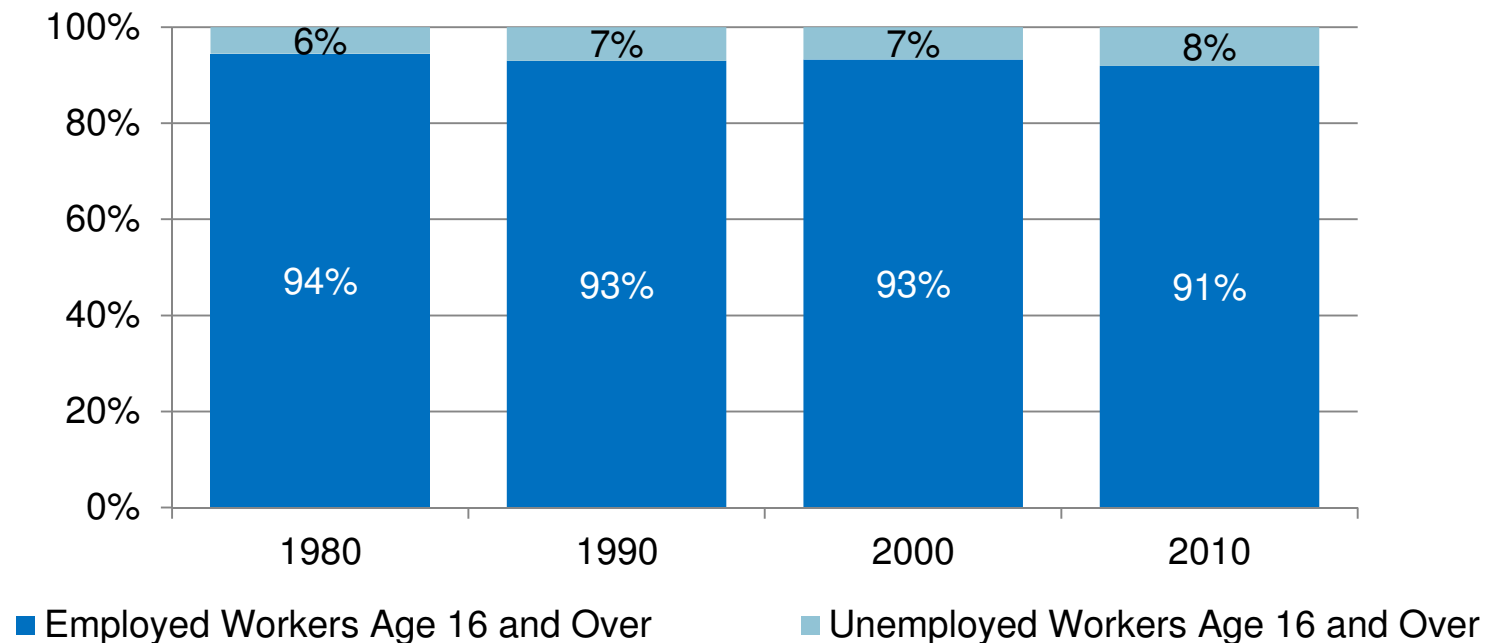
Percent of renters versus homeowners has remained constant.

# Educational Attainment (1980-2010)



The City of West Hollywood is increasingly more educated than LA County as a whole.

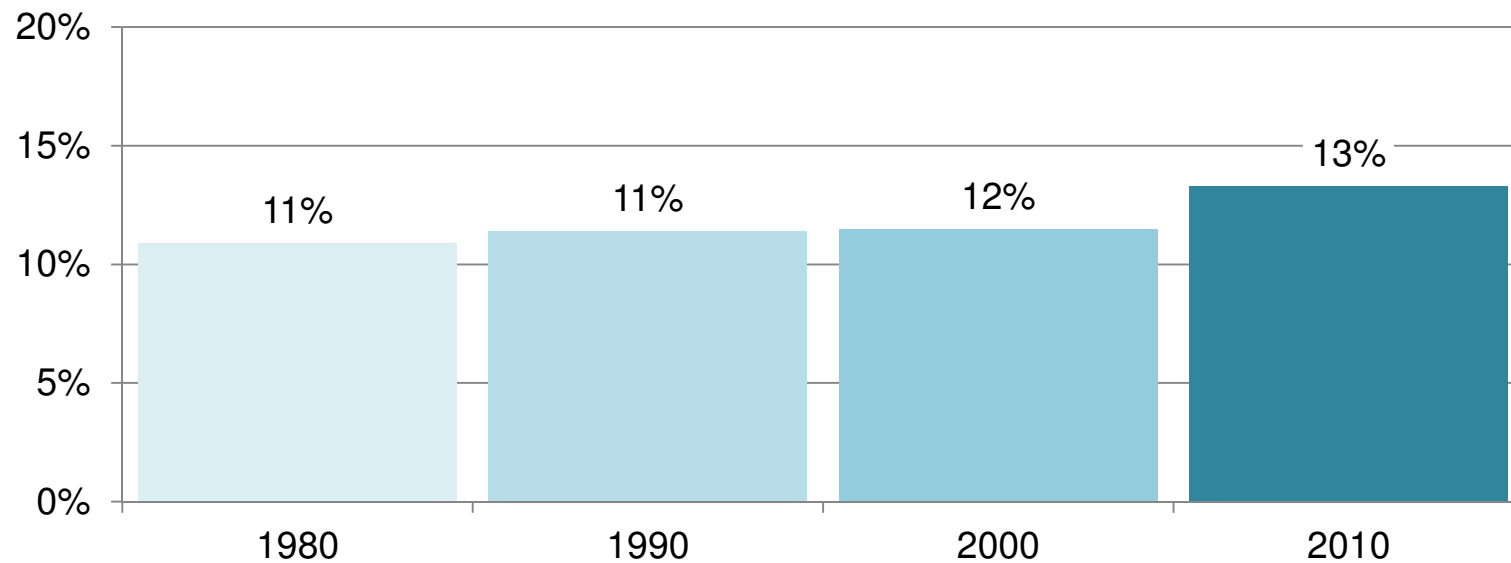
# Employment Status (1980-2010)



Unemployment is slightly higher than previous decades.



# Income: Households below the Poverty Level (1980-2010)



Population below the poverty level has slowly increased.

# Health Information

- Residents **live longer** and **have lower** rates of **adult obesity** and **chronic diseases**.
- Most have better **access to health insurance** than other County residents, except those 18 years old and under.
- 15% of adult residents were obese in 2007, 9.4% below the County average.
- Rates of **diabetes** mortality, **stroke** mortality, and **coronary heart disease mortality** were well **below the County** averages.

*Source: Los Angeles Public Health Department, Office of Assessment and Epidemiology; U.S. Census Bureau.*

# Health Information

- The rate of **HIV infection is the second highest** in the County after downtown Los Angeles, with an **average of 94** people testing **positive** annually in the last 10 years.
- The rate of **AIDS diagnosis has declined** steadily for the last decade.
- Prevalence of **cigarette smoking is 5.3% higher** than the County average.
- Alcohol-related **death rates** and alcohol-related motor **vehicle collisions well exceed the County average.**

*Source: Los Angeles Public Health Department, Office of Assessment and Epidemiology.*

# The Community Conversation

- Social services are:
  - Important for the City to provide
  - Part of the legacy of West Hollywood



# The Community Conversation

## **Survey respondents**

identified these services as most important to their household:

- Law enforcement/ crime prevention
- Senior service and disabled services/programs
- Counseling/emotional support
- HIV prevention and education
- Medical services

## **Other study participants added:**

- Affordable housing
- Counseling and emotional support services
- Healthcare services
- Services and programs for families with children
- Services to maintain independent living
- Services for people who are homeless
- Substance abuse services

# The Community Conversation

What **survey respondents** like best about living in West Hollywood:

- Pedestrian oriented
- Central location
- Safe and quiet
- Near amenities
- Clean and well-kept

What **survey respondents** like least about living in West Hollywood:

- Traffic and circulation
- Lack of parking
- Presence of homeless people

# The Community Conversation

- **Survey respondents indicated highest satisfaction with:**
  - Providing fire protection services
  - Providing law enforcement services
  - Special events, festivals, and community gatherings
- **90% of survey respondents rate their quality of life as excellent or good**



# Recommendations

1. Maintain quality and diversity of social services and expand available resources to support resilience and meet evolving community needs.
  - **Foster innovation, collaboration, and coordination** among social service providers.
  - Develop innovative approaches to **support residents aging in place** to maintain independence.
  - Intensify outreach and service delivery to **address homelessness**.
  - Identify additional service resources for **substance abuse prevention and treatment**.
  - **Broaden mental health services**, including access to psychiatric care.
  - Continue to support comprehensive efforts for **testing, treatment, prevention and education related to HIV/AIDS** and other sexually transmitted diseases.
  - Develop **educational initiatives on public health issues** of importance to our community, in particular, cigarette smoking and alcohol and drug-related harms.
  - Explore concentrated efforts to **support households living below the poverty line**.



# Recommendations

2. Provide multi-faceted, constituent-focused opportunities for community engagement.
3. Enhance outreach, marketing and communication about available services and programs.

# Next Steps

- Prepare final report to include community-wide and key City target population-specific findings
- Final report completed by May 8<sup>th</sup>
  - Available online at [www.weho.org/communitystudy](http://www.weho.org/communitystudy)
  - Or hardcopy by contacting Social Services Division at [communitystudy@weho.org](mailto:communitystudy@weho.org) or call 323-848-6510

