

SUBJECT: 2019 WEST HOLLYWOOD COMMUNITY STUDY UPDATE

INITIATED BY: DEPARTMENT OF HUMAN SERVICES AND RENT
STABILIZATION
(David Giugni, Social Services Manager)
(Leslie Isenberg, Social Services Supervisor)

STATEMENT ON THE SUBJECT

The Human Services Commission will receive an update on the 2019 West Hollywood Community Study, statistically valid survey and convenience survey.

RECOMMENDATION

Receive and discuss.

BACKGROUND AND ANALYSIS

At its June 18, 2018 meeting, the West Hollywood City Council approved an agreement with Raimi + Associates and its subcontractor FM3 to conduct the 2019 West Hollywood Community Study. This study updates demographics; identifies social service needs, use and satisfaction; and seeks community input on public safety, mobility, economic factors and City-resident communication. The Community Study is conducted every six years to help inform social services funding priorities.

The 2019 Community Study was officially kicked-off at a Community Meeting led by Raimi + Associates on Tuesday, September 25, 2018. More than 60 people attended the meeting and participated in activities, and small and large group discussions. Since the launch of the community study, 41 individual interviews have been conducted with key stakeholders in the community. Additionally, ten Pop-Up Workshops and seven Focus Groups have taken place (see Attachment A).

FM3 took the lead in constructing and administering the statistically valid survey. The survey used a multimodal approach that pulled a random sample of West Hollywood residential households. The consultants needed a random sample of 600 completed survey responses to obtain statistical validity. In less than two weeks, 738 completed surveys were received. The data from these surveys will be weighted using figures from the U.S. Census Bureau to ensure that every demographic and geographic community within the City is proportionally represented by the final survey results.

With the statistically valid survey closed, residents who were not randomly selected to complete the survey have been encouraged to fill out the convenience survey. The convenience survey is exactly the same as the statistically valid survey, but the data will be analyzed separately. The City's Communications Department has promoted the link to the convenience survey (www.WestHollywood2018Survey.com) through press releases, news briefs and social media. The link was sent to all City staff; the City's Commissions and Advisory Boards; and the City's contracted social service providers, who were encouraged to have their West Hollywood clients complete the survey. A Community Study hyperlink to the survey was added to the email signatures of the Social Services Division staff. Additionally, paper copies of the convenience survey with drop boxes have been placed at 11 locations throughout the City (see Attachment A). The deadline for completing the convenience survey is Friday, December 7, 2018.

Additional Pop-Up Workshops and Focus Groups are scheduled for January, 2019. Once the engagement phase of the Community Study is complete, the consultants will submit a draft of the final report, which will be placed on the March agenda of the Human Services Commission meeting.

OFFICE OF PRIMARY RESPONSIBILITY:

Human Services Rent Stabilization Department/Social Services Division

ATTACHMENT

Attachment A: 2019 Community Study Pop-Up Workshops and Focus Groups

2019 Community Study Pop-Up Workshops and Focus Groups

Pop-Up Workshops

1. Disabilities Resource Fair
2. Farmer's Market
3. Lesbian Speaker's Series
4. Movie Town Square/West Hollywood Community Housing Corporation
5. Plummer Park
6. SOVA Food Pantry
7. Transgender Job and Resources Fair
8. West Hollywood Library
9. West Hollywood Preschool Parents
10. World AIDS Day

Focus Groups

1. Children's Roundtable
2. Jewish Family Service Congregate Meal Site
3. Lesbian and Gay Advisory Board
4. Russian Advisory Board
5. Seniors in Action
6. Teen Center
7. Women's Advisory Board

Convenience Survey Paper Copies and Drop Box Locations

1. Alliance for Housing and Healing
2. Being Alive
3. Chamber of Commerce
4. City Council Meetings
5. City Hall (1st floor reception desk)
6. City Hall (2nd floor reception desk)
7. City Hall (3rd floor reception desk)
8. Jewish Family Service - Plummer Park Activities Department Counter
9. Men's Health Foundation
10. The LA LGBT Center - The Center WeHo
11. West Hollywood Library