

Chapter Three

CULTURAL NEEDS ASSESSMENT

Different neighborhoods within the Livability Plan area have different needs. These needs are influenced by the neighborhoods' assets as well as their socioeconomic characteristics. In order to develop a more comprehensive understanding of the unique issues, concerns and character of neighborhoods along the I-710 corridor in Long Beach, the project team developed a Cultural Needs Assessment.

The Cultural Needs Assessment has two sections. The first section is a comparative analysis of the demographic characteristics of the Plan area with those of the City of Long Beach as a whole. The second section is a summary of the major issues, concerns and opportunities for change within the Plan area. In both of these areas, the project team first looked at a more general set of demographic characteristics and community issues within the entire Plan area. Then the project team conducted a more detailed analysis of the demographic characteristics within four different corridor subareas, which are shown in Figure 3-1.

LEGEND

- 1 North Corridor
- 2 Central Corridor
- 3 West Corridor
- 4 South Corridor
- Livability Plan Area

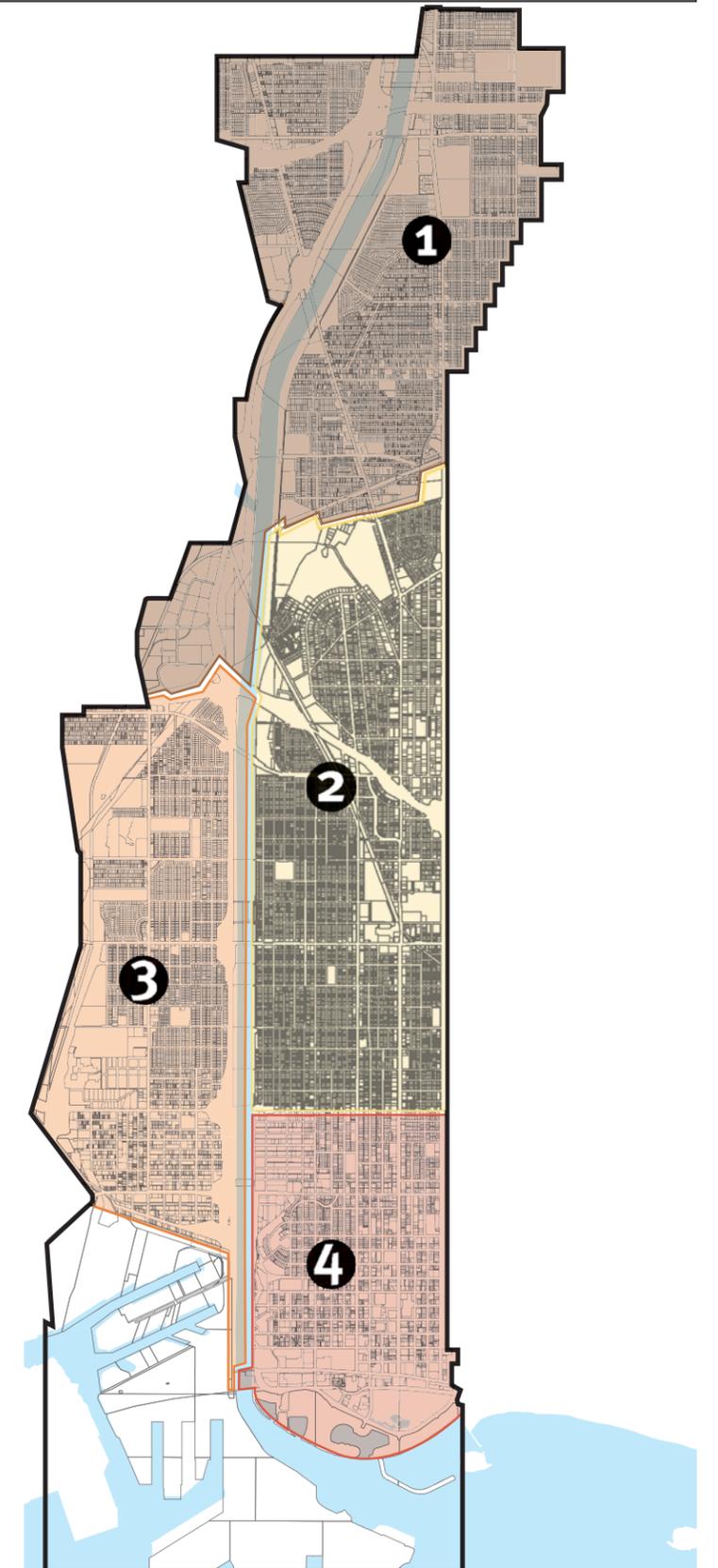


FIGURE 3-1: CORRIDOR SUBAREAS

CORRIDOR DEMOGRAPHICS

According to the 2000 census, the population of the entire city of Long Beach is 461,522 and the City has a total area of 52.3 square miles. The population of 194,900 within the Plan area represents nearly 40% of the city's total population. The Plan area is 16.88 square miles, or 32% of the total land area of the City.

The planning area differs from the rest of the city in its ethnic makeup . For example, of the roughly 165,200 individuals (35.8%) of Hispanic descent who live in Long Beach, roughly 92,000, or 55.7% of these individuals live within the Plan area. The Hispanic population within the Plan area comprises 47.2% of the total ethnic makeup along the corridor, significantly higher than the City as a whole.

While the Hispanic population with the Plan area is high, the white population is much lower than the entire city. Of the roughly 152,700 of white individuals who live in the City of Long Beach, 31,400, or 20.6% live within the Plan area. White individuals comprise 16.1% of the total ethnic makeup along the corridor, though they make up 33% of the total City population.

The African American population makes up 14.8% of the City and 19.2% of the Plan area. The Asian population is nearly equal. The Asian population within the City is 12%, and 12.5% within the Plan area. There is a similar consistency between the remaining ethnic groups within the corridor and in the City as a whole, as shown in Tables 3-1 through 3-4.

Corridor Subareas

The project team tracked Neighborhood Design Workshop attendees by their place of residence within the corridor and created a graphic record of the overall meeting attendance for each of the four workshops, shown in Figure 3-2. Workshop attendees' place of residence most often was in relatively close proximity to the location of the workshop they chose to attend. The project team used the attendance clusters to guide the development of the four Corridor subareas, and then clustered the comments generated in each of those subareas as well.

LEGEND

- Green Pins: Workshop 1 - North Corridor
- Yellow Pins: Workshop 2 - South Corridor
- Red Pins: Workshop 3 - Central Corridor
- Blue Pins: Workshop 4 - West Corridor

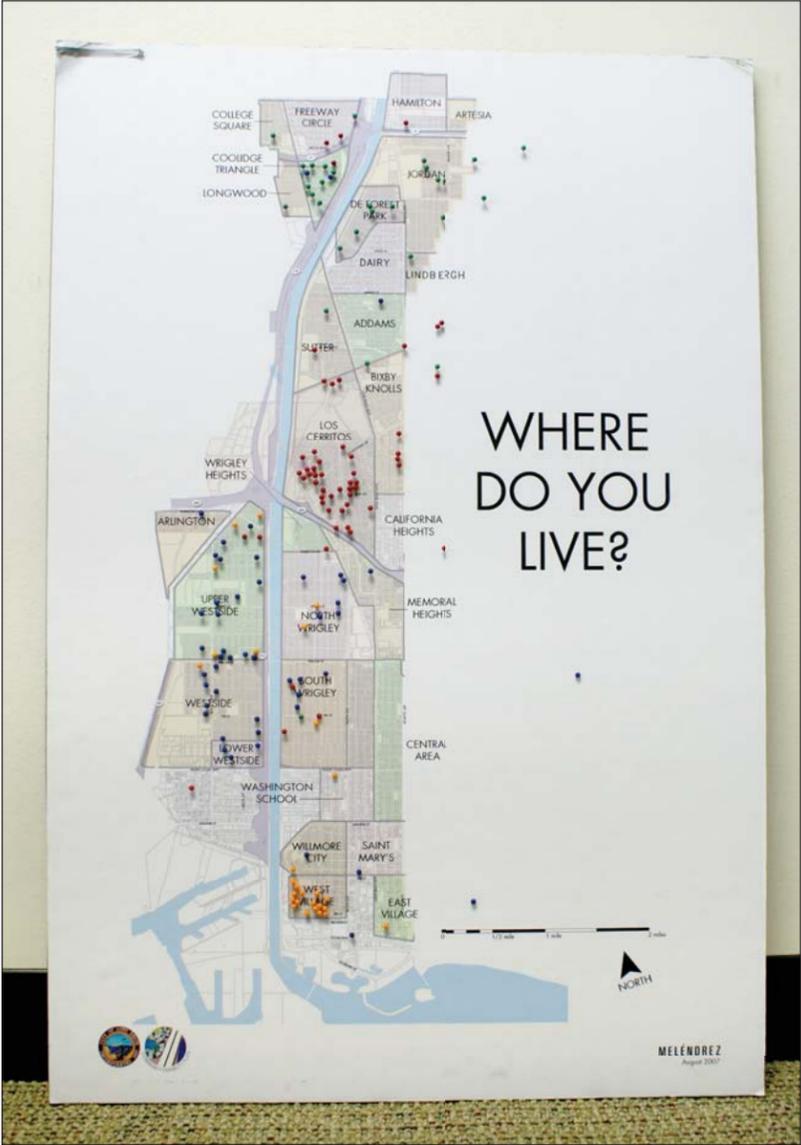


FIGURE 3-2: RESIDENTIAL LOCATIONS OF WORKSHOP PARTICIPANTS



North Corridor

The Neighborhood Design Workshop for the North Corridor Subarea took place at Jordan High School in August of 2007. The boundaries of this Subarea are the City limit to the north, the Los Angeles River to the west, the Livability Plan area boundary to the east, and the Union Pacific railroad line to the south. The subarea incorporates all or portions of twelve different Long Beach neighborhoods, including Addams, Sutter, Dairy, Lindbergh, DeForest Park, Jordan, Hamilton, Artesia, Freeway Circle, College Square, Coolidge Triangle and Longwood.

The population in the North Corridor makes up 14% of the entire population of the City of Long Beach, and 33.3% of the Livability Plan area. The average median household income for the North Corridor is \$35,900, which is similar to the median income of \$37,270 for the entire City of Long Beach. The average median age is 27 years old, which is slightly younger than the City's median age of 30.8.

Table 3-1 is a comparison of the demographic characteristics of the City of Long Beach, the Livability Plan area and the North Corridor subarea. The most notable differences within the North Corridor are with the Hispanic and white populations. Roughly 49% of the population within the North Corridor is Hispanic, which is much higher than the entire City (35.8%) and similar to the Plan area (47.2%). While 33.1% of the entire City is white, within the North Corridor only 14.1% of the population is white.

There are fewer differences in the North Corridor for the remaining ethnic groups. The African American population is 22.5% within the North Corridor but falls to 19.2% within the Plan area and 14.5% for the entire City. Similarly, the Asian population is lower within the North Corridor than within the Plan area and the entire City.

TABLE 3-1: DEMOGRAPHIC CHARACTERISTICS - NORTH

RACE/ETHNICITY	CITY OF LONG BEACH	PLAN AREA	NORTH CORRIDOR
White	33.1%	16.1%	14.1%
Black	14.5%	19.2%	22.5%
Hispanic	35.8%	47.2%	49.0%
Asian	11.9%	12.5%	8.9%
American Indian & Alaska Native	0.8%	0.4%	2.9%
Native Hawaiian & Pacific Islander	1.2%	1.8%	2.5%
Other	0.6%	0.2%	0.2%
Two or more races		2.6%	2.5%
TOTAL POPULATION	461,522	195,167	64,974

Central Corridor

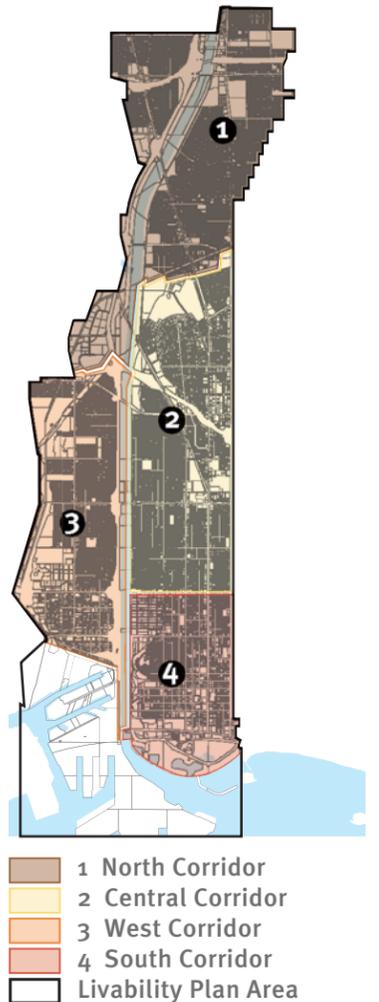
The Neighborhood Design Workshop for the Central Corridor took place at Los Cerritos Elementary School in August of 2007. The boundaries of the Central Corridor are the Union Pacific railroad corridor to the north, Willow Street to the south, the Los Angeles River to the west, and Atlantic Avenue to the east. The subarea incorporates all or portions of six different Long Beach neighborhoods, including Bixby Knolls, Los Cerritos, California Heights, Wrigley Heights, North Wrigley, and Memorial Heights.

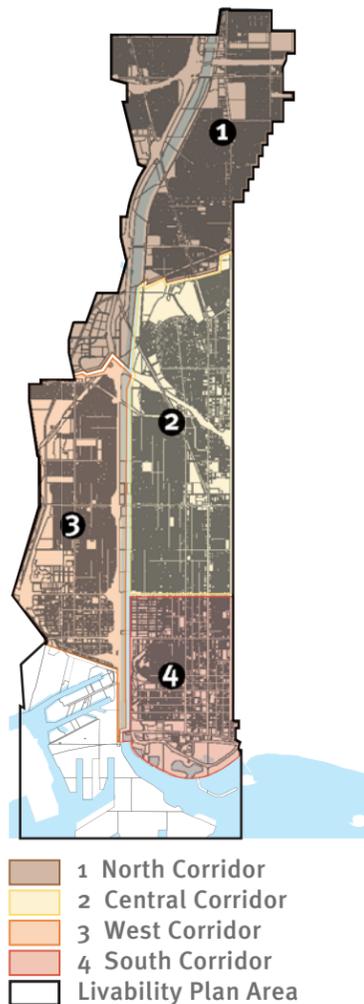
The population in the Central Corridor makes up roughly 11.6% of the entire population of the City of Long Beach, and 27.4% of the Livability Plan area. The average median household income for the Central Corridor is \$45,370, which is higher than the median income of \$37,270 for the entire City of Long Beach. The average median age is 33.3 years old, which is slightly older than the City's median age of 30.8.

Table 3-2 is a comparison of the demographic characteristics of the City of Long Beach, the Livability Plan area and the Central Corridor subarea. Of the four different subareas, the Central Corridor is most similar to the Plan area and the City as a whole. The most notable differences within the corridor are with the Hispanic and African American populations. The Hispanic population within the Central Corridor is 37.3%, which is significantly lower than the population within the Plan area (47.2%), yet similar to the entire City (35.8%). The African American population in the Central Corridor is 19.7%, which is only slightly higher than the Plan area (19.2%) and higher than the City (14.5%).

TABLE 3-2: DEMOGRAPHIC CHARACTERISTICS - CENTRAL

RACE/ETHNICITY	CITY OF LONG BEACH	PLAN AREA	CENTRAL CORRIDOR
White	33.1%	16.1%	23.3%
Black	14.5%	19.2%	19.7%
Hispanic	35.8%	47.2%	37.3%
Asian	11.9%	12.5%	15.0%
American Indian & Alaska Native	0.8%	0.4%	0.35%
Native Hawaiian & Pacific Islander	1.2%	1.8%	1.4%
Other	0.6%	0.2%	0.17%
Two or more races		2.6%	2.8%
TOTAL POPULATION	461,522	195,167	53,518





South Corridor

The Neighborhood Design Workshop for the South Corridor took place at Chavez Park Community Center in August of 2007. The boundaries of the South Corridor Subarea are Willow Street to the north, the Pacific Ocean to the south, the Los Angeles River to the west, and Atlantic Ave to the east. The subarea incorporates all or portions of six different Long Beach neighborhoods, including West Village, East Village, St. Mary's, South Wrigley, Washington School, and the Central Area of Long Beach north of downtown.

The population in the South Corridor makes up roughly 10.5% of the entire population of the City of Long Beach, and 24.9% of the Livability Plan area. The average median household income for the South Corridor is \$22,281, which is significantly lower than the median income of \$37,270 for the entire City of Long Beach. The average median age is 29.9 years old, similar to the City's median age of 30.8.

Table 3-3 is a comparison of the demographic characteristics of the City of Long Beach, the Livability Plan area and the South Corridor subarea. The South Corridor shows a high degree of variation between the City of Long Beach and the Plan area, particularly with regard to the Hispanic population, which makes up 58.5% of the population within the South Corridor. Of the roughly 92,000 individuals of Hispanic descent who live within the Livability Plan area, roughly 28,300 (30.8%) live within the South Corridor.

While the Hispanic population within the South Corridor is very high, the Asian population is very low compared to the City and the Livability Plan area. Within the entire City the Asian population is 11.9%, and within the Plan area the Asian population is 12.5%. But within the South Corridor the Asian population makes up only 6.9% of the total population within the corridor.

TABLE 3-3: DEMOGRAPHIC CHARACTERISTICS - SOUTH

RACE/ETHNICITY	CITY OF LONG BEACH	PLAN AREA	SOUTH CORRIDOR
White	33.1%	16.1%	16.0%
Black	14.5%	19.2%	14.8%
Hispanic	35.8%	47.2%	58.5%
Asian	11.9%	12.5%	6.9%
American Indian & Alaska Native	0.8%	0.4%	0.55%
Native Hawaiian & Pacific Islander	1.2%	1.8%	0.77%
Other	0.6%	0.2%	0.16%
Two or more races		2.6%	2.3%
TOTAL POPULATION	461,522	195,167	48,522

West Corridor

The Neighborhood Design Workshop for the West Corridor Subarea took place at Cabrillo High School in August of 2007. The boundaries of the West Corridor include the City boundary to the north and to the west, the I-710 freeway to the east, and the Port of Long Beach to the south. The subarea includes four different Long Beach neighborhoods, including West Side, Lower West Side, Upper West Side and Arlington.

The population in the West Corridor makes up roughly 6.1% of the entire population of the City of Long Beach, and 14.4% of the Livability Plan area. The average median household income for the West Corridor is \$38,162, which is similar to the median income of \$37,270 for the entire City of Long Beach. The average median age is 30.5 years old, which is almost exactly the City's median age of 30.8.

Table 3-4 is a comparison of the demographic characteristics of the City of Long Beach, the Livability Plan area and the West Corridor subarea. The West Corridor differs from the City and the Plan area in several ways. The most notable difference is the small white population that lives in West Long Beach. Of the roughly 152,700 people of Caucasian descent who live in Long Beach, only 2,100 of these individuals, or 1.4%, live in West Long Beach. The West Corridor stands out from the other corridor subareas in its substantial Asian population. While 11.9% of the population in the entire City is Asian, within the West Corridor the Asian population climbs to 25.5%. Of the roughly 55,900 individuals of Asian descent who live in Long Beach, roughly 12.8% live in the West Corridor.

TABLE 3-4: DEMOGRAPHIC CHARACTERISTICS - WEST

RACE/ETHNICITY	CITY OF LONG BEACH	PLAN AREA	WEST CORRIDOR
White	33.1%	16.1%	7.5%
Black	14.5%	19.2%	18.0%
Hispanic	35.8%	47.2%	42.5%
Asian	11.9%	12.5%	25.5%
American Indian & Alaska Native	0.8%	0.4%	0.42%
Native Hawaiian & Pacific Islander	1.2%	1.8%	3.0%
Other	0.6%	0.2%	0.18%
Two or more races		2.6%	2.8%
TOTAL POPULATION	461,522	195,167	28,153



CORRIDOR WIDE SUMMARY: Livability Concerns, Neighborhood Strengths and Desired Changes

In each of the four Neighborhood Design Workshops, participants formed small groups and answered the following three questions:

1. What livability issues most concern you in your corridor neighborhood (your ability to get around, safety, community services, physical conditions, health and air quality, cultural resources, open space, employment, etc.)?
2. What are the major assets or strengths in your corridor neighborhood (places, groups, services, environment, etc.)?
3. What would you specifically like to change or improve in your corridor neighborhood?

Participants in each small group first identified and recorded their overall livability concerns in their neighborhoods and corridor as a whole. Each participant also prioritized his or her top three livability concerns, so that an overall sense of priority could be determined among the concerns. Participants then identified and recorded neighborhood strengths and desired changes on a map of the Plan area. The goal of this exercise was to connect the specific neighborhood strengths and changes to physical locations within the study area.

In completing these exercises, residents generated hundreds of comments. The project team then organized and grouped residents comments into thirteen different categories, as shown in Table 3-5, Resident Comment Categories. Table 3-6 summarizes the categories of workshop responses about overall livability concerns that were prioritized as “top three issues” by participants in the workshops. The highest volume of comments was recorded in the corridor as a whole related to I-710 concerns, including air quality and noise. Other often cited areas of concern include pedestrian and bicycle improvements that need to be made along the corridor, a range of public safety issues, and concerns related to the quality of trees and streetscapes. Participants’ identified neighborhood strengths and desires for change were also grouped into the same categories.

Table 3-7, summarizes the workshop responses relating to major identified strengths along the corridor. The volume of comments was highest relating to existing neighborhoods, including local services, facilities and amenities – 57 comments were made relating to this issue. Other strengths that were listed – 27 comments in all - related to existing parks, greenbelts and open spaces. 13 comments were made relating to the strengths of social networks of people, groups and organizations, followed by 12 comments about the strength in existing neighborhoods’ trees and streetscapes.

TABLE 3-5: RESIDENT COMMENT CATEGORIES

1	710 Freeway: Air Quality, Health and Noise
2	Pedestrian and Bicycle Improvements
3	Public Safety
4	Trees and Streetscapes
5	Parks, Greenbelts and Open Spaces
6	Traffic and Parking
7	Neighborhoods, Services, Facilities and Amenities
8	Code Enforcement
9	Streets and Alleys
10	LA River Improvements
11	Transportation and Goods Movement
12	People, Groups and Organizations
13	Uncategorized

Table 3-8, summarizes the workshop responses relating to desired changes in the corridor. Interestingly, residents also indicated that the most significant opportunities for change are with the quality of the neighborhoods, including their services, facilities, and amenities. 73 comments were made relating to this category. Participants made 48 comments relating to changes to the quality and/or availability of parks, greenbelts, and open spaces, as well as 37 comments relating to constructing and enhancing pedestrian and bicycle facilities, and 28 comments addressing changes relating to trees and streetscapes. While it was not in the top five categories of change identified by participants, 24 comments were made about changes relating to the 710 freeway.

An assessment of overall priorities in the corridor can play an important role in future planning efforts, as City staff and policy makers seek to develop future plans and projects that are responsive to residents concerns and expectations. A complete list of community comments from the Neighborhood Design Workshops, organized by workshop, category, and question, is included in the Appendix to this document. Ultimately, these comments have informed the selection of individual projects included on the Neighborhood Improvements map included in Chapter Four.

TABLE 3-6: CORRIDOR-WIDE WORKSHOP RESPONSES - CONCERNS

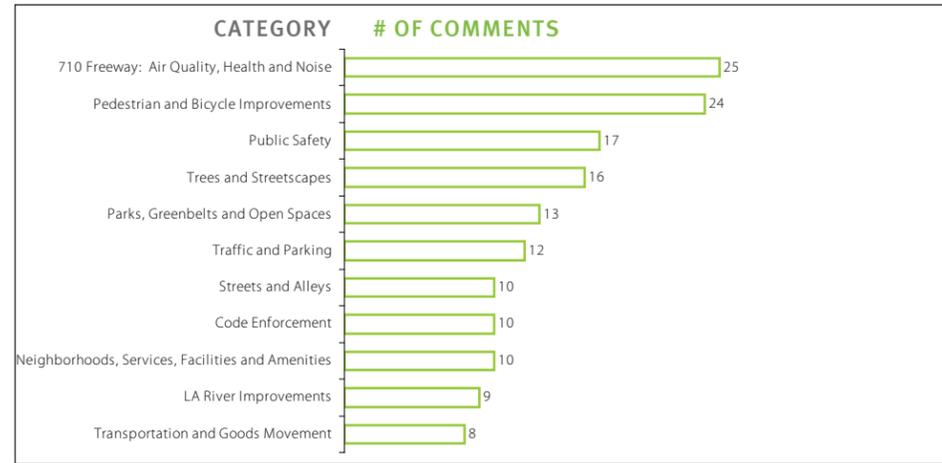


TABLE 3-7: CORRIDOR-WIDE WORKSHOP RESPONSES - STRENGTHS

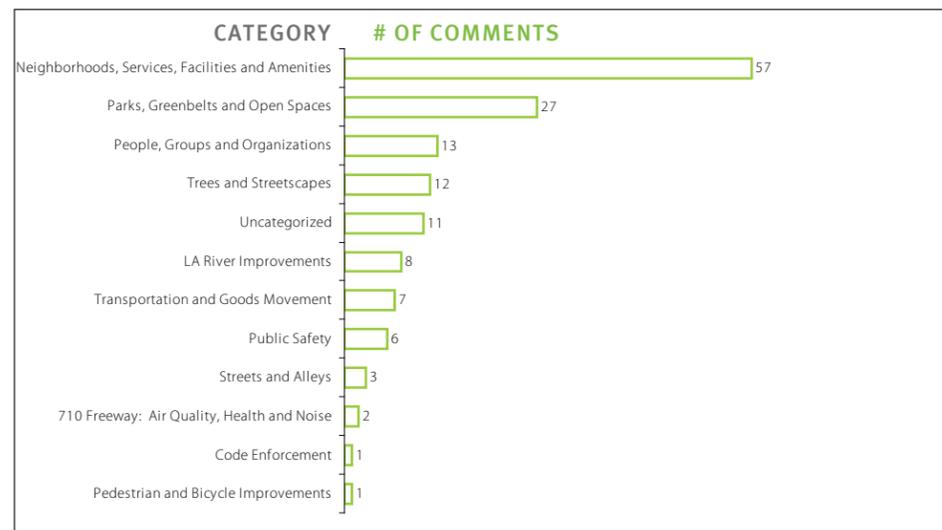
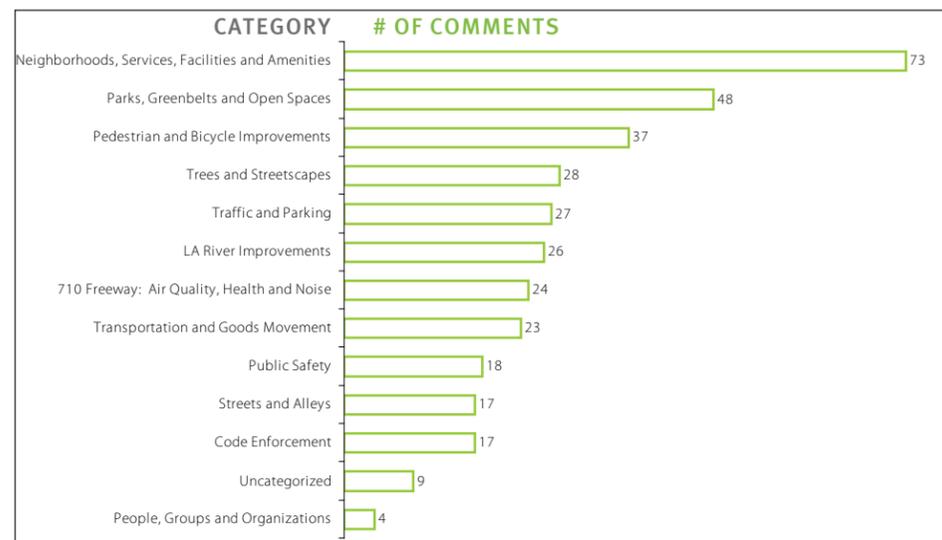


TABLE 3-8: CORRIDOR-WIDE WORKSHOP RESPONSES - CHANGES



CORRIDOR SUBAREA PRIORITIES FOR CHANGE

In addition to categorizing and ranking residents' comments about corridor livability concerns, as well as neighborhood strengths and desired changes, for the corridor as a whole, the community priorities for change within the corridor subareas identified in Figure 3.1, were also compiled. In the sections below, and in Tables 3-9 through 3-12, residents' comments relating to priorities for change within the subareas are discussed and summarized by category. The categories of comments, and the number of comments made relating to each category, in each subarea, are summarized on the tables. Categories which received the most comments to those that received the least comments are shown in descending order on the tables. Although these desired changes were organized in a hierarchy, and categories which received the most comments during the workshops are identified, it is important to acknowledge that all of the categories were an important part of the assessment of community input that led to developing the Plan recommendations. Each of these categories and the comments associated with them informed the team in identifying a comprehensive range of neighborhood improvement projects and conceptual designs for the entire Plan area.

The I-710's impact on community livability was clearly recognized by participants in the Neighborhood Design Workshops. As noted above it was the top overall livability concern indicated by participants in the corridor as a whole. However, when the discussion with workshop participants turned specifically to residents' desired changes in the neighborhoods, they were encouraged to focus on improvements that could be made locally in the short term, and with or without the freeway and its impacts. Therefore, it is interesting to note that when looking at the comments relating to changes, the 710 category still ranked in the top five in two of the four workshops. For example, six comments relating to the 710 were made by south workshop participants, two thirds as many comments as were made about the top priority category for change in that workshop, Pedestrian and Bicycle Improvements. In the west corridor workshop, while 26 comments were made about changes desired relating to Neighborhoods, Services, Facilities and Amenities, 11 comments were also made about changes desired in connection with the 710.

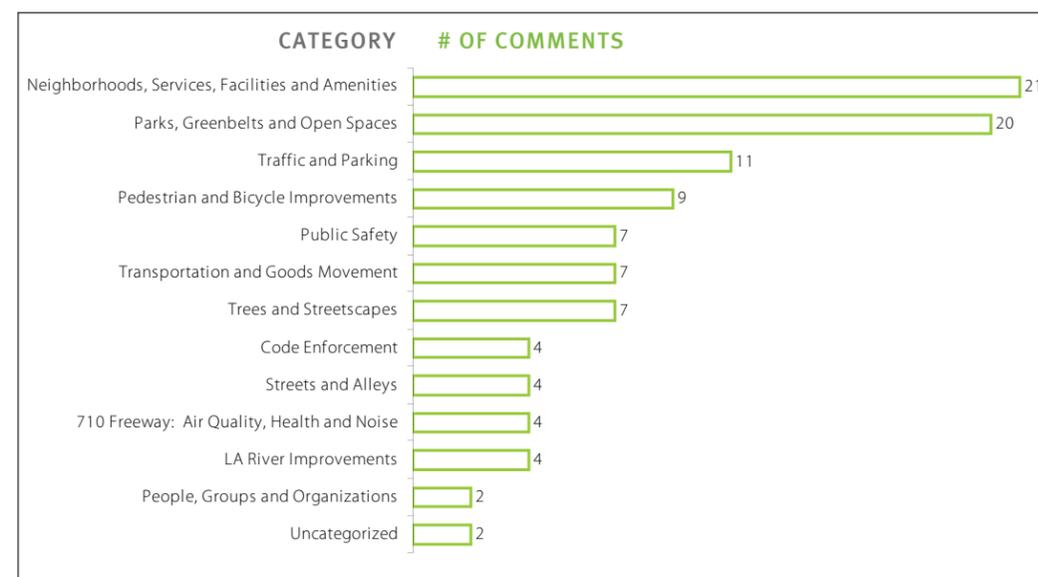


North Corridor Priorities

Table 3-9, identifies the categories of changes into which comments made by the participants in the Jordan High School workshop were organized. Most comments were made (21) in this workshop about potential changes within north Long Beach neighborhoods, including changes to services, programs, and facilities themselves, as well as neighborhood amenities. The fewest comments were made (2) about changes relating to people, groups and organizations. Comments which fell into the “uncategorized” category related to improving businesses and homes along Lime Street, and improving access to downtown Long Beach.

The North Corridor workshop was attended primarily by residents of North Long Beach, including many residents who are part of the Coolidge Triangle Neighborhood Association, the DeForest Neighborhood Association, and other community groups. Participants made many comments about the lack of services and amenities in north Long Beach, and cited the need for supermarkets, more recreational facilities and programs, better restaurants, and more retail stores. Residents also spoke about the maintenance of parks and recreation facilities in the community, as well as addressed the need for events and programs for youth, and better access to the LA River.

TABLE 3-9: NORTH CORRIDOR CHANGES

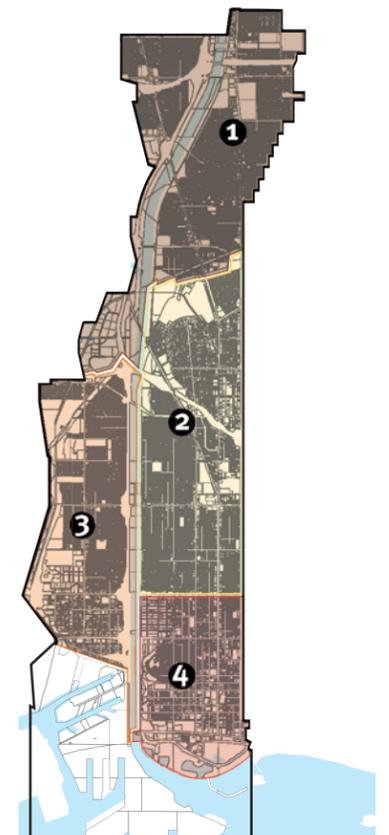
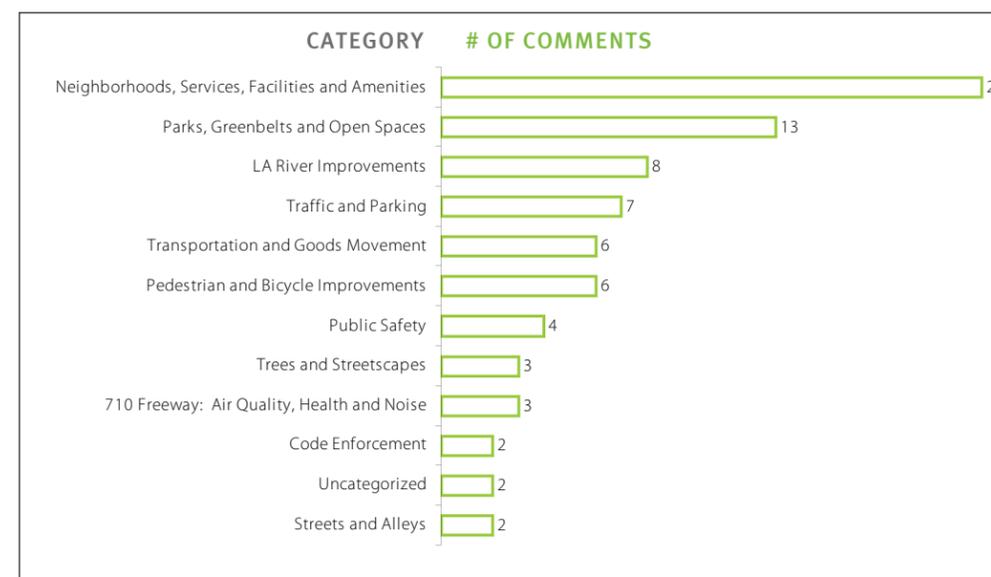


Central Corridor Priorities

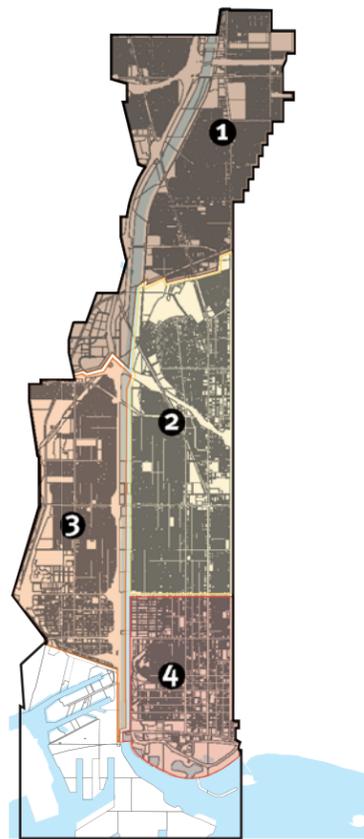
Table 3-10, identifies the categories of changes into which comments made by the participants in the Los Cerritos Elementary School workshop were organized. Interestingly, as in the north corridor, the most comments were made, 21 as well, in this workshop about potential changes within central corridor Long Beach neighborhoods, including changes to services, programs, and facilities themselves, as well as neighborhood amenities. The fewest comments were made (2) about changes relating to streets and alleys. Comments which fell into the “uncategorized” category related to using better construction materials and improving water quality in the harbor.

The Central Corridor workshop was attended predominantly by residents of the Los Cerritos area. Many comments about the need for new services and retail stores reflect the fact that Los Cerritos is predominantly a single-family residential neighborhood, with evolving arterial commercial corridors. There were also many comments about the need for new recreational programs for kids. Los Cerritos Park is a passive park recreational facility that does not incorporate ball fields, courts or organized playgrounds. Finally, due to the close proximity of Los Cerritos to the LA River, there were a number of comments about improvements to enhance river access and safety.

TABLE 3-10: CENTRAL CORRIDOR CHANGES



- 1 North Corridor
- 2 Central Corridor
- 3 West Corridor
- 4 South Corridor
- Livability Plan Area



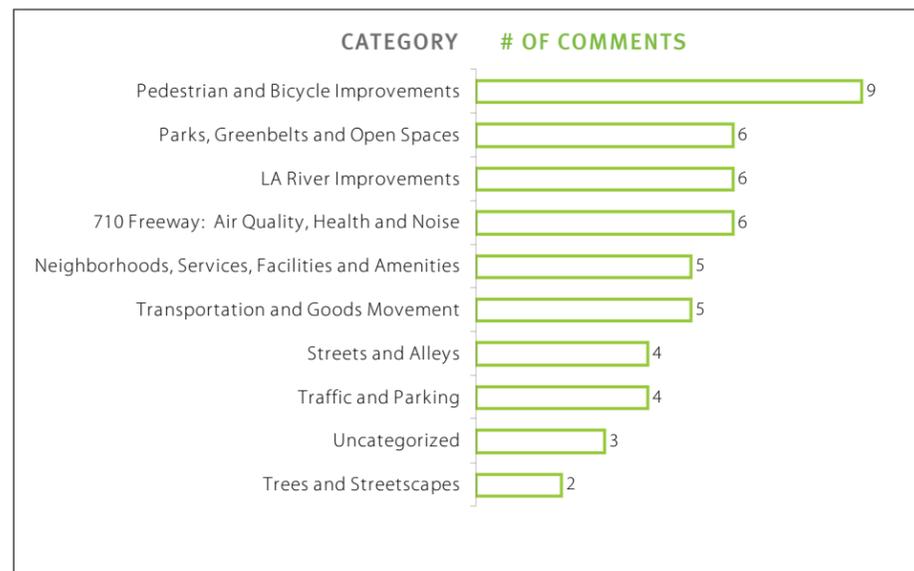
- 1 North Corridor
- 2 Central Corridor
- 3 West Corridor
- 4 South Corridor
- Livability Plan Area

South Corridor Priorities

Table 3-11, identifies the categories of changes into which comments made by the participants in the Cesar Chavez Recreation Center workshop were organized. At this workshop, attendance was much lower than at others, and the most comments were made, 9 in all, about potential changes relating to Pedestrian and Bicycle Improvements. The fewest comments were made (2) about changes relating to trees and streetscapes. In all, comments focused more narrowly on pedestrian issues, as well as parks, greenbelts and open spaces for children, LA River Improvements, and the 710 Freeway. Comments which fell into the “uncategorized” category related to augmenting school services and improving the City’s rent control policy.

The Cesar Chavez Elementary School Mothers Brigade was strongly represented at the South Corridor workshop. This group was focused on the safety of children who cross Third Street, as well as the 710 on-ramp, in order to get to Chavez Elementary School and nearby Chavez Park. This group was interested in improved crosswalks, the possible construction of a pedestrian bridge, and other changes that will improve the safety for kids who walk across busy intersections and frequently participate in the recreational programs at Chavez Park. Residents of this part of the corridor are directly impacted by 710 freeway on ramps and off ramps. Freeway noise and air quality impacts, as well as direct traffic roadway interfaces are on their minds. Further, participants expressed concerns about harbor area odors and their impacts. Finally, these participants expressed awareness that they live in close proximity to the LA River, but unable to easily access it, and afraid of the homeless population within the river corridor.

TABLE 3-11: SOUTH CORRIDOR CHANGES



West Corridor Priorities

Table 3-12, identifies the categories of changes into which comments made by the participants in the Cabrillo High School workshop were organized. At this workshop, in concert with the North and Central corridor residents, most comments were made, 26 in all, about potential changes within west corridor Long Beach neighborhoods, including changes to services, programs, and facilities themselves, as well as additional neighborhood amenities (specifically banking institutions.) 16 comments were made about changes relating to Trees and Streetscapes, another major focus of the workshop attendees. The fewest comments were made (2) about changes relating to people, groups and organizations. Comments which fell into the “uncategorized” category related to public school regulations and City planning efforts.

The West Corridor workshop was attended by residents of West Long Beach, including members of the West Long Beach Neighborhood Association. Individuals who live in West Long Beach were primarily concerned with a general lack of amenities and services in the community, particularly supermarkets, banks, and a cultural center. They also commented on the need to improve safety for pedestrians, particularly on existing freeway and river overpasses. Residents of Wrigley Heights who are members of the Wrigley Neighborhood Association, also attended this workshop. These residents focused on the tree planting activities underway in the Wrigley area, and commented about the air quality and noise impacts from the I-710 freeway, and the importance of greening the neighborhood by planting new trees that will improve the environment.

TABLE 3-12: WEST CORRIDOR CHANGES

