



Source: "Ainslie Wood/Westdale Community Association", <http://beta.awwca.ca/wp-content/gallery/churchill-park-activities/playinthepark.jpg>
 Courtney _____

"Great Valley Glen Neighborhood Council", http://greatvalleyglencouncil.org/wp-content/themes/gymboom/_theme_settings/post-types/sliders/timthumb.php?w=2000&h=553&z=1&src=http%3A%2F%2Fgreatvalleyglencouncil.org%2Fwp-content%2Fuploads%2F2013%2F11%2FGreat-wall-2a.c38c2af7c1.jpg

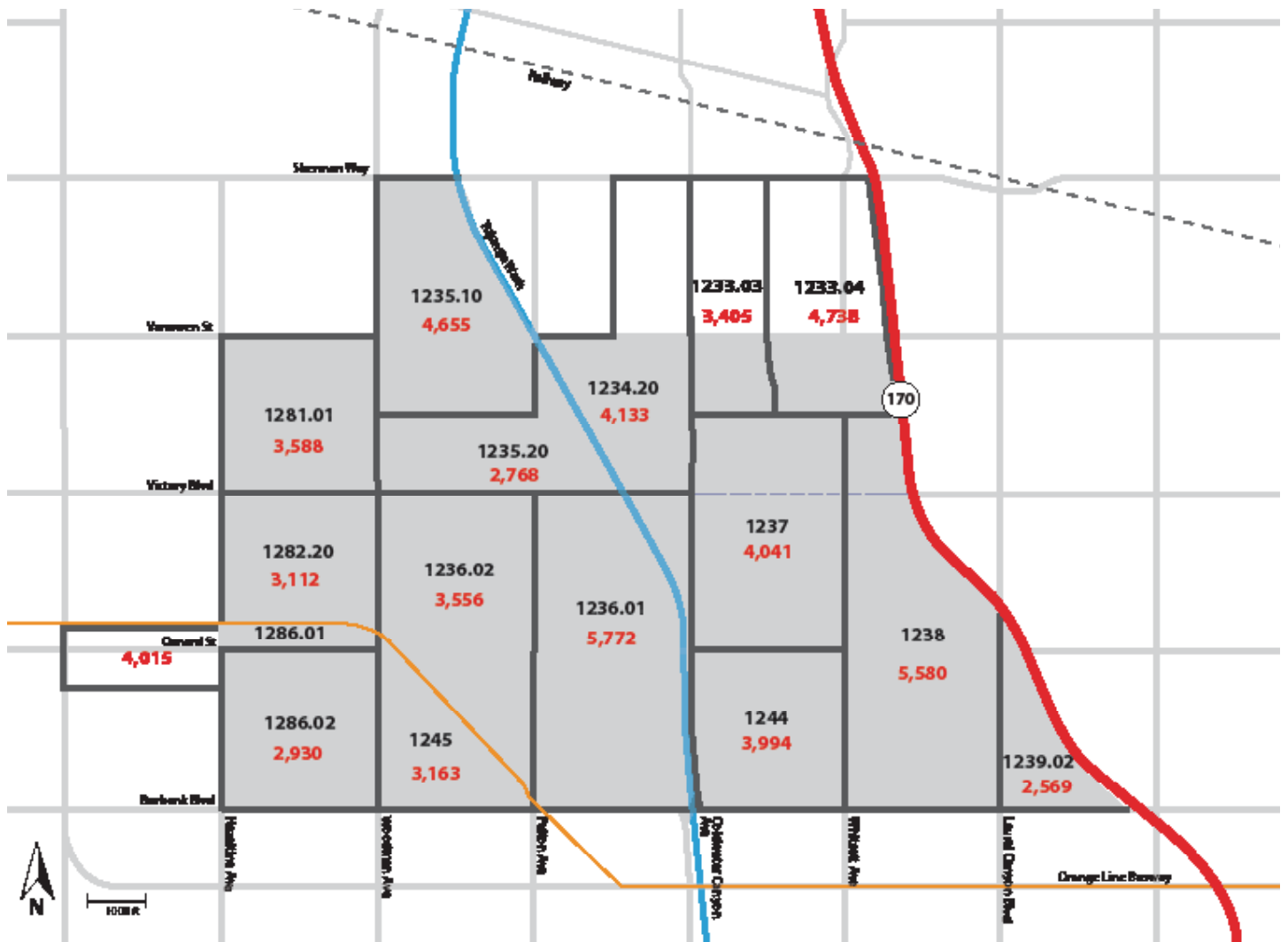
"The Modesto Bee", <http://media.modbee.com/smedia/2011/12/10/20/06/SE0r1.AuSt.4.jpg>
 "Quatro Design Group", http://static.squarespace.com/static/520bc49de4b0835de583ee79/52408629e4b0a50f16cff12b/524088bae4b00ee0bade5980/1379961024110/LAVC_VCW6.jpg

SOCIAL ENVIRONMENT | SOCIAL LIFE IN VALLEY GLEN

INTRODUCTION

Valley Glen's social environment is a key contributor to community identity. The social environment includes demographic characteristics, such as the ethnicity, age, educational attainment, household income, and household size of Valley Glen's residents, as well as the community organizations, educational institutions, and religious institutions in which residents and visitors participate. Valley Glen is a comparatively safe community, with a lower crime rate than surrounding neighborhoods. The community is home to a diverse range of residents, with varying ethnic, linguistic, religious, and socioeconomic backgrounds.

CENSUS TRACTS



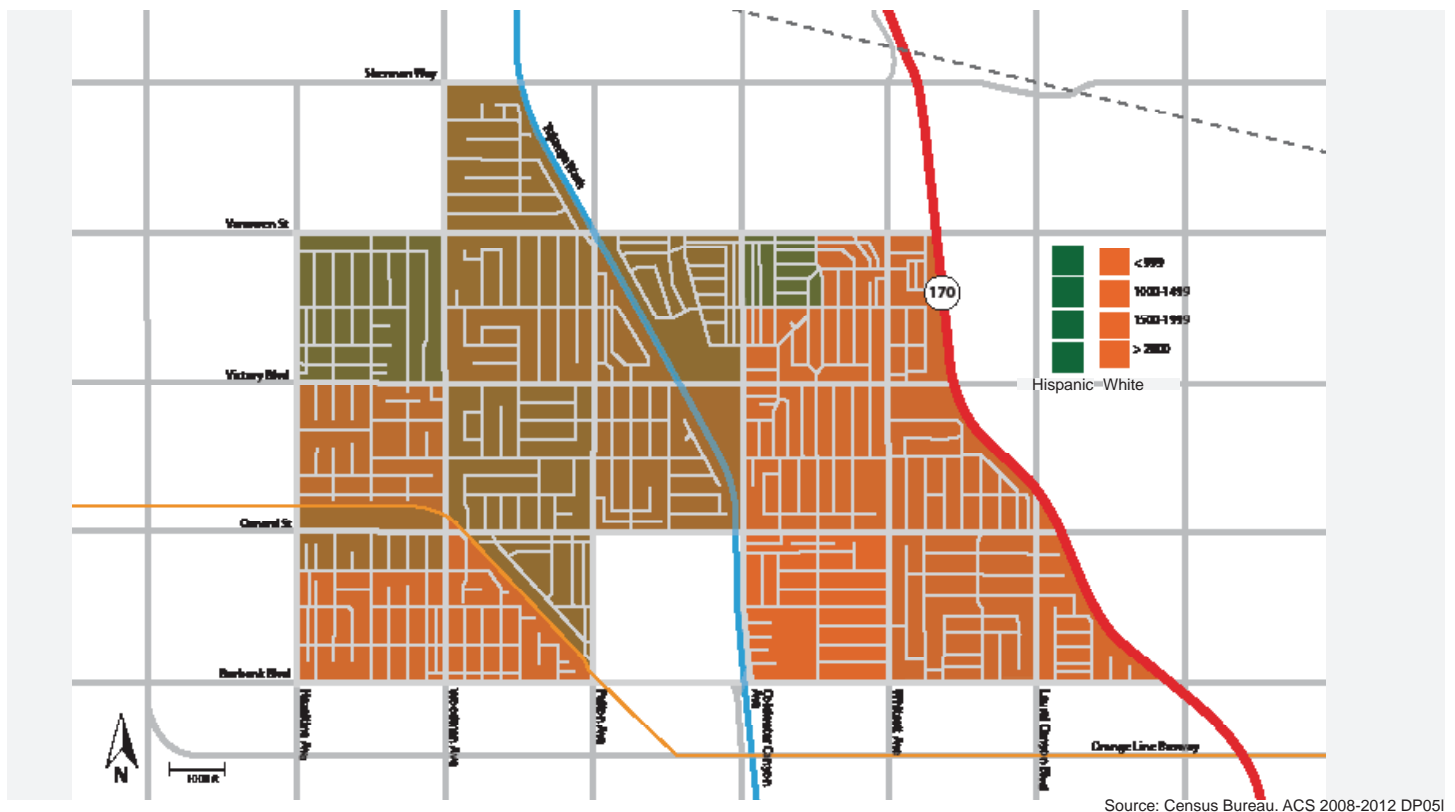
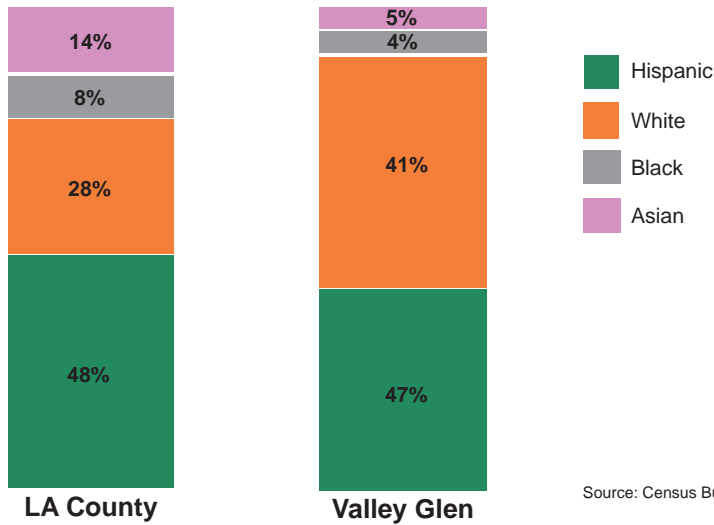
Census Bureau. www.census.gov/geo/maps-data/maps/2010tract.html

Demographic characteristics were modeled in Valley Glen based on Census and American Community Survey (ACS) data, available by census tract. Valley Glen is composed of 16 census tract numbers, which we overlaid onto the community's street grid. While the census tracts do not correspond perfectly with the street grid, they relate close enough that we can begin to describe the spatial distribution of community traits based on information available by census tract. The population of each census tract is as follows:

- 1233.03: 3,405
- 1233.04: 4,738
- 1234.20: 4,133
- 1235.10: 4,655
- 1235.20: 2,768
- 1236.01: 5,772
- 1236.02: 3,556
- 1237.00: 4,041
- 1238.00: 5,580
- 1239.02: 2,569
- 1244.00: 3,994
- 1245.00: 3,163
- 1281.01: 3,588
- 1282.20: 3,112
- 1286.01: 4,015
- 1286.02: 2,930

ETHNICITY

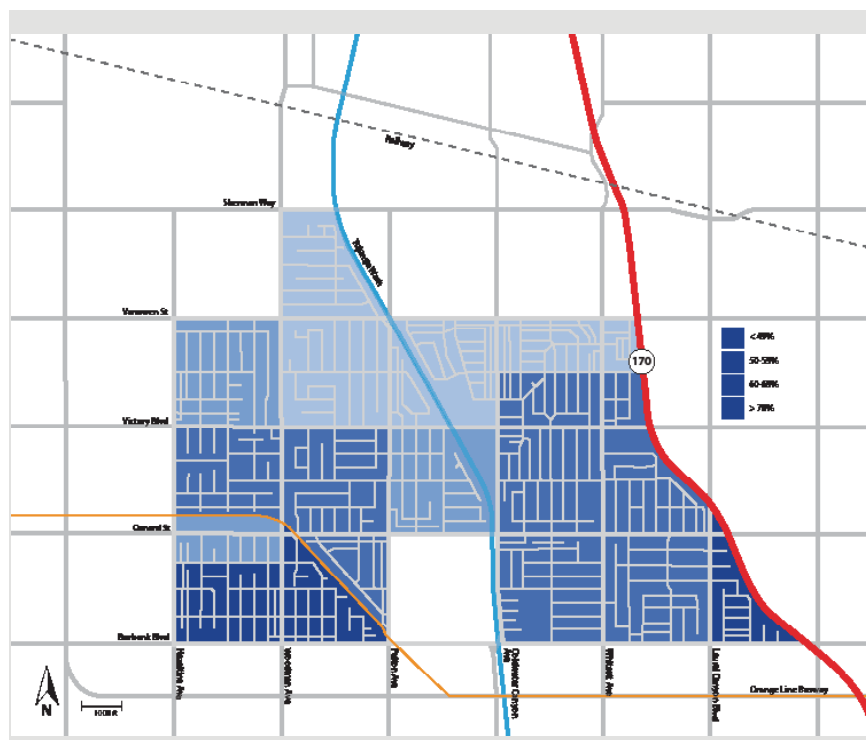
Ethnicity in Valley Glen and LA County



Distribution of Hispanic and White population

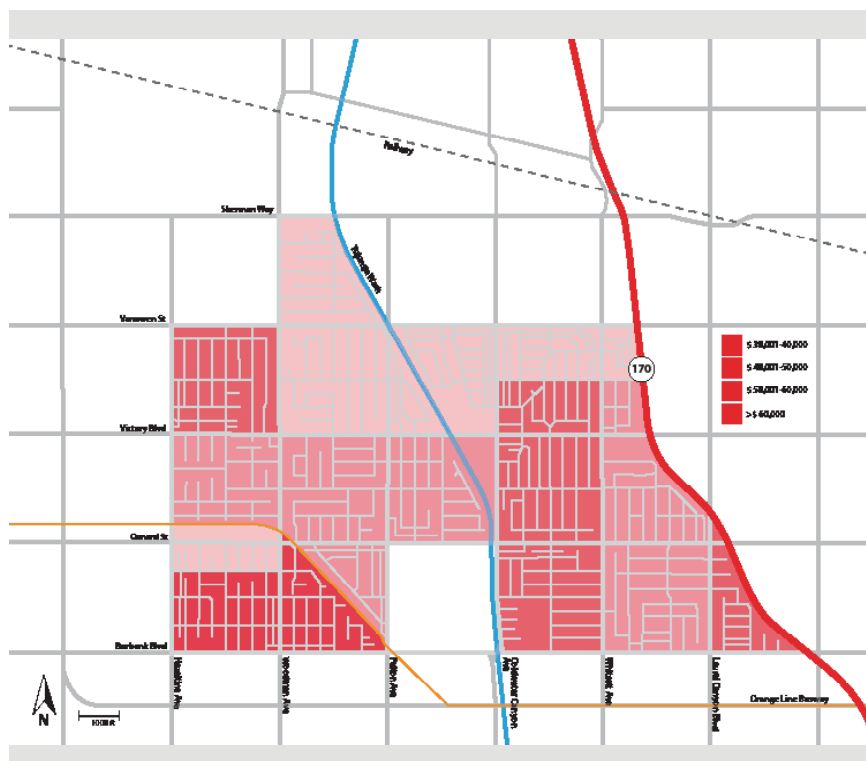
The ethnic composition of Valley Glen is 47% non-Hispanic White, 41% Hispanic, 5% Asian, and 4% African American. This composition is distinct from the Los Angeles County as a whole; Los Angeles County's Hispanic population is almost 50%, and White population is about 30%, while Valley Glen demonstrates a much higher White population and lower Hispanic population. In Valley Glen, the Hispanic population is higher in the northern part of community (averaging 56.2% of the population in northern Valley Glen.)

EDUCATIONAL ATTAINMENT



Residents in the southern part of Valley Glen tend to have higher educational attainment (measured as the proportion of residents over age 25 holding a Bachelor's degree) than residents in the northern part of Valley Glen.

MEDIAN HOUSEHOLD INCOME



Educational attainment is closely correlated with household income: median household income also tends to be higher in the southern part of the community than in the northern part. The distribution of income may be a significant factor influencing residents' varying needs and interests.

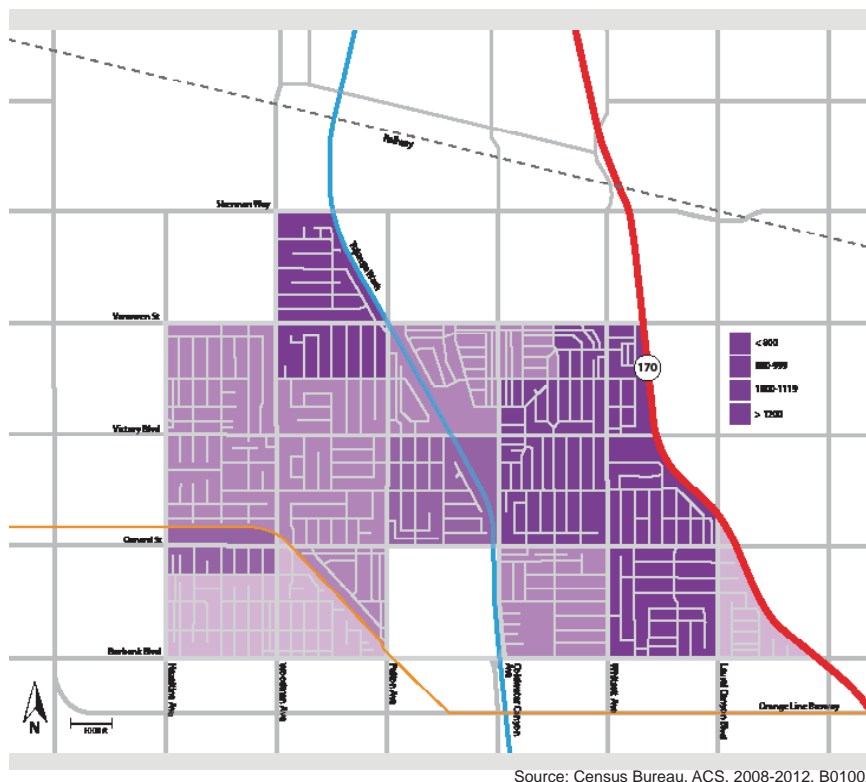
Source: ACS, 2008-2012, B19013, ACS, 2008-2012, S2301

MEDIAN AGE



The median age in Valley Glen is 37 years, slightly higher than country's median (34.8 years). This suggests that the community has a higher percentage of empty-nesters (adults with grown children) and seniors than the county as a whole.

YOUTH POPULATION



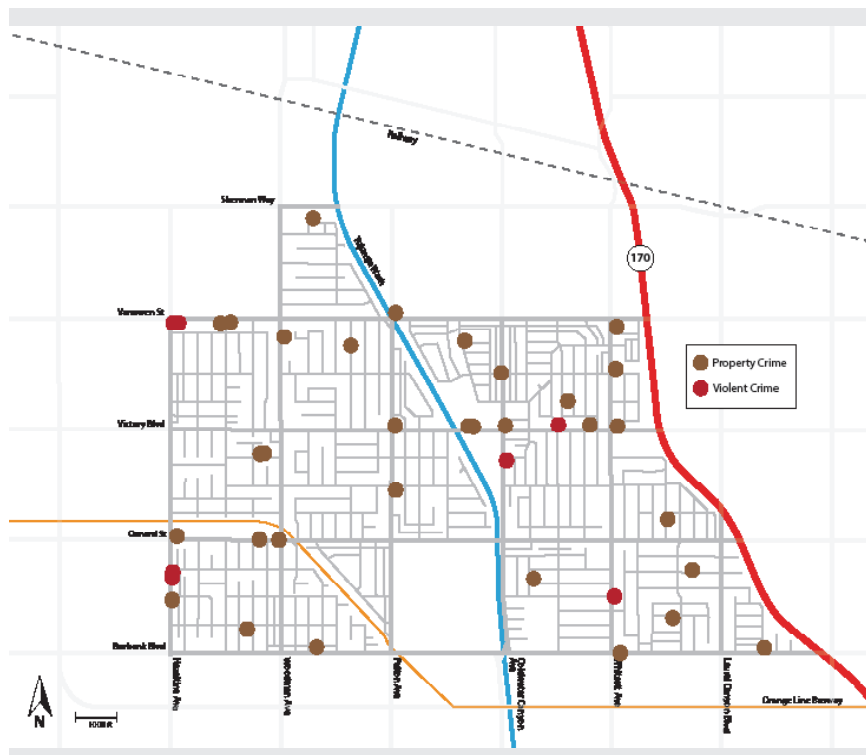
The youth population (defined as all residents under age 19) is slightly higher in the north-western part of the community than elsewhere. These areas may be designated as spaces with more family-based uses and needs.

HOUSEHOLD SIZE



Most of the tracts in Valley Glen have an average household size of about 2.5 people, which is comparable to the national average of 2.59. However, the tracts in the center of the community have notably higher average household sizes. Although large household size typically suggests families with young children, the tracts with the highest average household size correlate only loosely with the youth population, suggesting instead that households in these tracts may be intergenerational (grandparents, parents and children living in the same household).

CRIME: JANUARY 12 – JANUARY 26 2014



Within the 2-week period beginning Sunday, January 12, 2014 and ending Sunday, January 26, 2014, 51 crimes were reported in Greater Valley Glen. Most crimes were property crimes (theft, burglary), and occurred along thoroughfares. Valley Glen's six-month crime summary of 118.4 crimes per 10,000 people is lower than that of neighboring communities.

DISTRIBUTION OF PUBLIC SPACES



Source: Site Visit, 1/16/14; Google Maps, 2/4/14
 LAUSD, Erwin Street Elementary Bell Schedule 2012-2013
<http://erwin-lausd-ca.schoolloop.com/file/1320734845523/1113863518887422715.pdf>
 Los Angeles Valley College, Visitors, <http://www.lavc.edu/visitors.html>

Public spaces (parks and schools) in Valley Glen serve as potential spaces for community programming or events. These spaces range in size from .09 acres to 200 acres, and serve a variety of uses. Most public space is clustered in a linear distribution in the center of the community, loosely aligned with the Tujunga Wash.

Public parks are open dawn to dusk and offer open space for community use. Public school campuses include facilities and open space possibly available for community uses outside of standard school and afterschool hours (7:30 a.m. – 6:00 p.m.). Valley College currently offers public access to campus for concerts, performances, exhibits, athletic events, and community events, as well as community classes (on topics such as ESL, citizenship, business & careers, and exercise & fitness), and community resources (including a Family Resource Center and summer/winter camp for kids).

Map of Los Angeles showing the distribution of religious groups. The map uses a color-coded legend: purple for Christian groups, blue for Jewish groups, and orange for Other. Major roads like the 101, 10, 5, 105, and 60 are shown. Labeled locations include Hollywood, Beverly Hills, Culver City, and various churches and religious centers such as the Church of Spiritual Technology, St. Paul's Armenian Catholic Church, and the Church of Jesus Christ of Latter-day Saints. A scale bar indicates 1000 feet.

Google Maps, 1/27/14

The map displays the geographic distribution of arts and culture venues in downtown Los Angeles. Major streets shown include Van Ness St, Victory Blvd, Harbor Blvd, and the Harbor Freeway (I-10). A legend indicates that pink dots represent Visual Arts, blue dots represent Music, and green dots represent Performance Arts. A north arrow and a 100M scale bar are provided for orientation. The sources are cited as Google Maps (1/27/14) and Yelp (2/17/14).

Sources: Gogle Maps, 1/27/14
Yelp, 2/17/14

CONCLUSION

- Two major ethnicity groups, White, 47 percent of total, and Hispanic who share 41 percent of total, tend to live separately by group: Hispanic group gathered in the northern part of community but White live more in southern area. A common community identity could be an effective tool to encourage groups to mingle.
- Educational attainment and household income are closely correlated and vary considerably across the community, and likely are foundational influences in residents' varying needs and interests.
- Combined demographic data suggests that households in the central part of the community may be more commonly intergenerational (grandparents, parents, and children living in the same household).
- Valley Glen residents can take pride in neighborhood safety: the community has a lower crime rate than surrounding neighborhoods, and most crimes are property crimes (non-violent) occurring along thoroughfares, demonstrating that the residential neighborhoods are very safe.
- Based on the prevalence of Jewish religious/spiritual institutions, Valley Glen seems to have a larger Jewish population than the national average, contributing to its unique social identity.
- Valley Glen has many sites of arts production, likely important community gathering spaces and sites of collective identity and creativity.
- Valley Glen already contains several core public gathering spaces, including parks and schools, which are linearly distributed in the center of the community (loosely aligned with the Tujunga Wash). These spaces may be key resources or starting points for community identity projects.

5 BEST OPPORTUNITIES

1. Think strategically about the use and identity of existing community spaces (e.g. Valley Glen Community Park, Tujunga Wash Greenway, Valley College)
2. Highlight and enhance achievements in community safety
3. Celebrate intergenerational connections
4. Acknowledge and celebrate cultural multiplicity
5. Think strategically about the role of youth and schools in the community and its future

5 BEST OPPORTUNITIES



Source: Crandall. "Movies in the Park 2010 Season," <http://www.carfreechicago.com/blog/614>
"Essex Daily News", <http://essexnewsdaily.com/wp-content/uploads/2013/07/SO-free-park-concert3-C.jpg>
"The Architects Newspaper", http://archpaper.com/uploads/03-CO_LAVC-118_Canfield.jpg
"Greater Valley Glen Council", <http://greatervalleyglencouncil.org/wp-content/uploads/2014/02/sparcbridgenew01-thumb-630x360-67991-600x300.jpg>

1. Think strategically about the use and identity of existing community spaces (e.g. Valley Glen Community Park, Tujunga Wash Greenway, Valley College)

Valley Glen already contains several key community spaces, including the Valley Glen Community Park, Tujunga Wash Greenway, and Valley College. These spaces, which are centrally located in the community, have already been features of investment and community pride. In further developing community identity, these features could be strategically leveraged to engage residents in identity programming and expression.

Possible projects include: Regular programming or events in core public spaces to enhance and increase the visibility of community identity and allow the production of identity to be an ongoing collective process.

5 BEST OPPORTUNITIES



Source: "People Street Website", <http://peoplest.lacity.org/l-a-s-pocket-parks-are-flourishing-supporters-say/>
"I Am Moving LA Website", <http://www.immovingtola.com/wp-content/uploads/2013/07/garrettmurray.jpg>
"Iowa Food & Fitness", <http://iowafoodandfitness.org/wegrow/wp-content/uploads/2012/10/Postville-students-walk-to-school-on-October-3-2012.jpg>

2. Highlight and enhance achievements in community safety

With a lower crime rate than surrounding communities, Valley Glen is a comparatively safe community, a point of pride for many residents. As safety is already an acknowledged component of community identity, it could be further enhanced and elaborated as an element of identity projects.

Possible projects include: Celebrating and enhancing the community's "eyes on the street" through community or block-group interaction and events.

5 BEST OPPORTUNITIES



Source: "Times Unions", <http://ww2.hdnux.com/photos/23/04/73/5000913/3/628x471.jpg>
"Virginia Tech News", https://www.vtnews.vt.edu/articles/2012/09/images/M_091112-clahs-jarrottandneighbors.jpg
"Living Branches", <http://www.livingbranches.org/filebin/images/lifeatlivingbranches-intergenerational-banner.jpg>
"Simple Living Institute", <http://www.simplelivinginstitute.org/kids-fest.html>

3. Celebrate intergenerational connections

The age range of Valley Glen residents spans the life cycle, and demographic data suggests that in some areas of the community, families may live in intergenerational households. These strong intergenerational relationships can be celebrated and enhanced through targeted identity and design efforts.

Possible projects include: Developing intergenerational public art projects celebrating the range of life and growth in the community.

5 BEST OPPORTUNITIES



Source: Manecke, Kirt. "Ann Arbor Street Art Fair 2010," <http://www.carlsams.com/inthewoods/2010/07/ann-arbor-street-art-fair-2010-come-visit-carl-and-jean/>
"The Guardian", <http://static.guim.co.uk/sys-images/Guardian/Pix/pictures/2011/5/17/1305646954458/Harvest-food-festival-007.jpg>
"Boston Local Food Festival", <http://bostonlocalfoodfestival.com/wp-content/uploads/slideshow-gallery-pro/Boston-Local-Food-Festival-.jpg>
James Q. Jacobs, http://www.jqjacobs.net/photos/oregon/farmers_market.jpg

4. Acknowledge and celebrate cultural multiplicity

Valley Glen residents come from a wide variety of backgrounds, bringing together many cultural practices in art, food, and tradition that can be celebrated and shared. Creating a space for cultural sharing could engage residents in coming together to develop and express a unified community identity.

Possible projects include: Community events, such as farmers' markets, food festivals, art fairs, or religious celebrations, sharing the cuisine and/or cultural production of the community's various ethnic groups.

5 BEST OPPORTUNITIES



Source: "YMCA of Columbia-Willamette", http://ymcacw.org/sites/default/files/styles/basic_page_banner_image/public/pages/Westside_Flag_Football_Boys_1_WEB_7.jpg
"Diversitat", http://www.diversitat.org.au/images/stories/Diversitat_News/bike%20ed.jpg

5. Think strategically about the role of youth and schools in the community and its future

Valley Glen contains 10 schools, both public and private. The students at these schools can be engaged to develop and express community identity, actively contributing to the future of home.

Possible projects include: Facilitating programming focused on community identity development and expression at schools or existing youth programs.

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