

Report April 2022

CITY OF WEST HOLLYWOOD

NEEDS ASSESSMENT

Focusing on

Community Members of Color



City of West Hollywood
California 1984

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Step Up on Second

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Executive Summary

Between October 2018 and March 2020, 15,675 individuals received City of West Hollywood funded social services. Among them, 23% identified as people of color. The City and Social Services Division would like to know if this service utilization rate by community members of color is high, low, or proportionate to their size of the overall West Hollywood community. In other words, are community members of color receiving an equitable share of available City-funded social services; and, if not, what barriers do they face? The needs assessment focusing on community members of color answers these questions but there are limitations. Interviews and surveys with community members of color indicate they underutilize social services and experience barriers to accessing services. However, the underutilization rate is unknown because the overall size and racial composition of the West Hollywood community has never been counted. West Hollywood defines community members as anyone who lives, works, owns property, attends school, or spends a significant amount of time homeless in the City. There is an official count of residents and an annual count of people experiencing homelessness in the City, but there is no count of people who work, own property or attend school. This makes it impossible to accurately determine the overall population of West Hollywood community members, and the proportion that identify as people of color.

This needs assessment endeavored to accomplish four goals: (1) measure interest and utilization of City funded social services among community members of color, (2) identify unmet social service needs of community members of color, (3) determine the extent to which community members of color have equal access to current City-funded social services, and (4) propose solutions to overcome barriers people of color experience accessing services.

Service Utilization

The needs assessment found that community members of color have slightly greater interest in social services than White community members; yet, their utilization of social services is proportionately less than White community members when looking at service utilization based on their size in the population (28.7% of residents are people of color and only 23% of social services were used by people of color).

Interest and Need for Social Services

Community members of color reported the greatest interest in rental assistance, mental healthcare, food and nutrition, healthcare, and employment services. Community members of color report a greater need for “help with life necessities” than their white counterparts. However, they have lower awareness about City-funded social services, which presents their largest barrier to service access.

Unmet Need for Social Services

Community members of color made recommendations for new service categories. However, they made a stronger request for the City and contracted agencies to increase awareness about existing services so more people in need can take advantage of available services.

Barriers to Current City-funded Social Services

People of color experience internal and external barriers to services. The internal barriers include: (1) perceived stigma that the provider will reject the person because of their identity or circumstances, (2) misunderstanding about costs for free services, and (3) lack of home Internet to seek out and receive services. External barriers to accessing services include (1) ineffective

communication strategies to raise awareness among people of color about available services, (2) inconsistent levels of clarity about eligibility criteria and the application process, and (3) long wait times for agencies to review and approve service requests.

Recommended Solutions to Increase Access to Social Services

In support of West Hollywood's vision for racial equity, the needs assessment presents six recommendations for consideration. It is anticipated that implementing these recommendations will yield a greater level of access to, and utilization of, West Hollywood funded social services by community members of color. The needs assessment research team recommends the City implement following:

- 1. Develop an Awareness Campaign for People of Color Working in West Hollywood;**
- 2. Expand the Food & Nutrition Program to Include Non-Resident Community Members;**
- 3. Develop a Racial Equity Based Service Utilization Strategy;**
- 4. Evaluate Progress Toward Equity Based Service Utilization Goals with an Evaluation Plan;**
- 5. Create a Centralized Information Portal about Contracted Social Services for Community Members to Quickly Identify Available Services and Qualification Criteria; and,**
- 6. Standardize Provider Capacity to Communicate About Services Offered**

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Introduction

In 2020, thousands of anti-racism demonstrations swept across the United States and around the globe. Prior to 2020, a large contingent of Americans held a belief that the nation had achieved racial equality.¹ However, the massive outcry for racial justice suggested a more complicated path toward racial equality lay ahead. Government leaders were inspired to critically examine how much race factors in to a person's quality of life. Compared to Whites, Blacks and Latinx experience worse outcomes in health,² education,³ income,⁴ and physical violence.^{5,6} Recognition of these disparities prompted government leaders to consider the possibility that structural racism exists and that government policies and procedures can fortify racial inequity or dismantle it.

Racial Equity Gaps in Los Angeles County

Evidence of structural racism can be found in the way institutions operate and the disparate outcomes experienced by people engaging these institutions. Healthcare, education, housing, and the criminal justice system are American institutions that heavily dictate the quality of a person's life. These same institutions have a long, enduring record of benefiting White Americans while hindering racial minorities,^{2,3,7,8}. In 2020, West Hollywood City Council proclaimed, "in LA County, a person's race and ethnicity, gender, sexual orientation, socioeconomic status, and neighborhood help determine how long they live, their risk for disease, mental health status, and access to care."⁹ Compared to Whites, most racial and ethnic minorities in Los Angeles County earn less money to pay for life necessities,¹⁰ are more likely to be unemployed,¹¹ report higher rates of food insecurity,¹² and, for Blacks, they are 4.4 times more likely to be homeless.¹³

Health Disparities

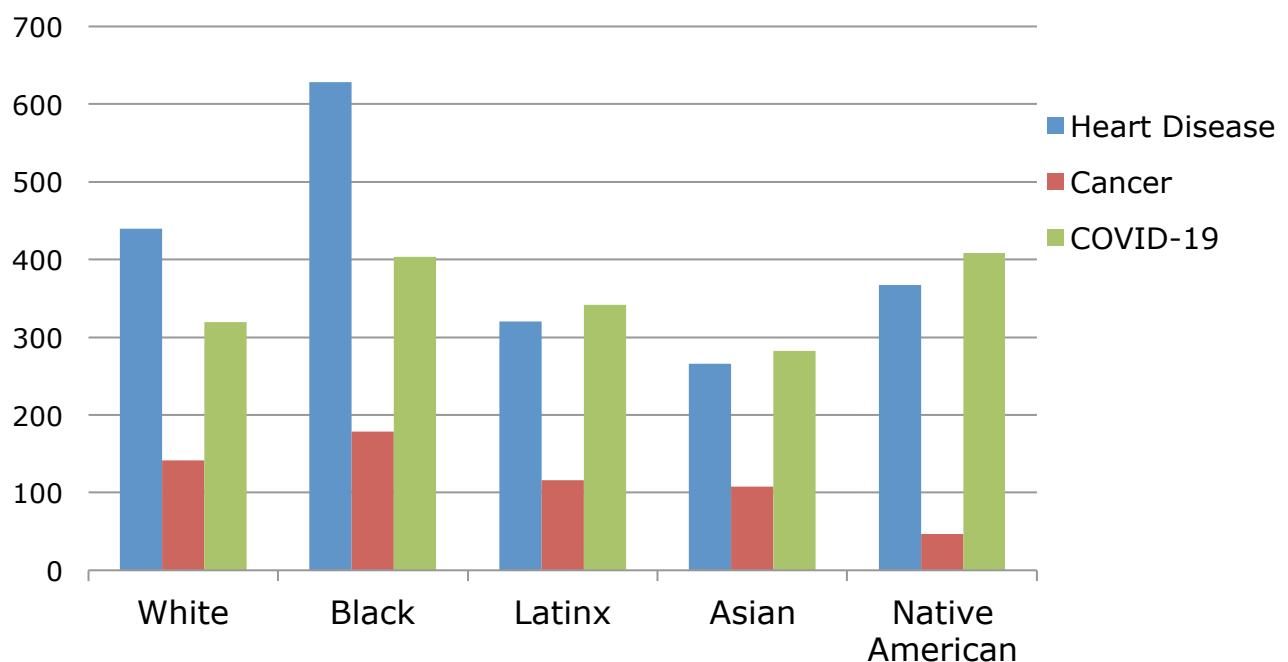
The racial divide is prominent in health outcomes.^a Racial and ethnic minorities in LA County are less likely to have health insurance,¹⁴ and experience poorer health outcomes than Whites.^{15, 16,17} Over the past two years, the top three causes of death in

^a Health refers to outcomes in a person's life, and healthcare refers to health services.

America were heart disease,¹⁵ cancer,¹⁶ and COVID-19.¹⁷ In Los Angeles County, Black Angelenos had the highest mortality rate among two of these causes of death,^{15, 17} and the second highest rate of COVID-19 deaths. Figure 1 illustrates death rates in Los Angeles County for heart disease, cancer and COVID-19 by race and ethnicity. This highlights the disproportionate number of Blacks, Latinx and Native Americans who died from COVID-19 compared to Whites and Asians (but not Pacific Islanders).

The COVID-19 pandemic underscored the life-threatening intersection between socio-economic disparity and health disparity in LA County. Racial minorities experienced the worst health consequences from COVID-19 because they often lacked the financial cushion to shelter-in-place without working. When they did shelter in place, they were more likely to live in a household with more people¹⁸ and those who continued to work were more likely to work in jobs interacting with the public, rather than working virtually.¹⁹ These increased risks of COVID-19 exposure coupled by health access barriers resulted in more dire outcomes for people of color infected with COVID-19. Racial and ethnic minorities experienced disproportionately higher rates of diagnosis, hospitalizations and deaths compared to Whites.²⁰

Figure 1: Death Rates by Race/Ethnicity: Heart Disease, Cancer & COVID-19 in Los Angeles County (death/100,000 residents)



Needs Assessment Goals

This Needs Assessment explores the extent to which community members of color experience gaps in, and barriers to, accessing West Hollywood funded Social Services.

The goals include:

- (1) Measure interest and utilization of City funded social services,
- (2) Identify unmet social services needs of community members of color,
- (3) Determine the extent to which community members of color have equal access to current City-funded social services, and
- (4) Propose solutions to overcome barriers experienced when accessing services.

West Hollywood Social Services

Each year, the City of West Hollywood ("City") spends approximately \$5 million issuing grants to non-profit agencies to provide services that help community members meet life necessities. The types of social services currently funded are listed in Figure 2.

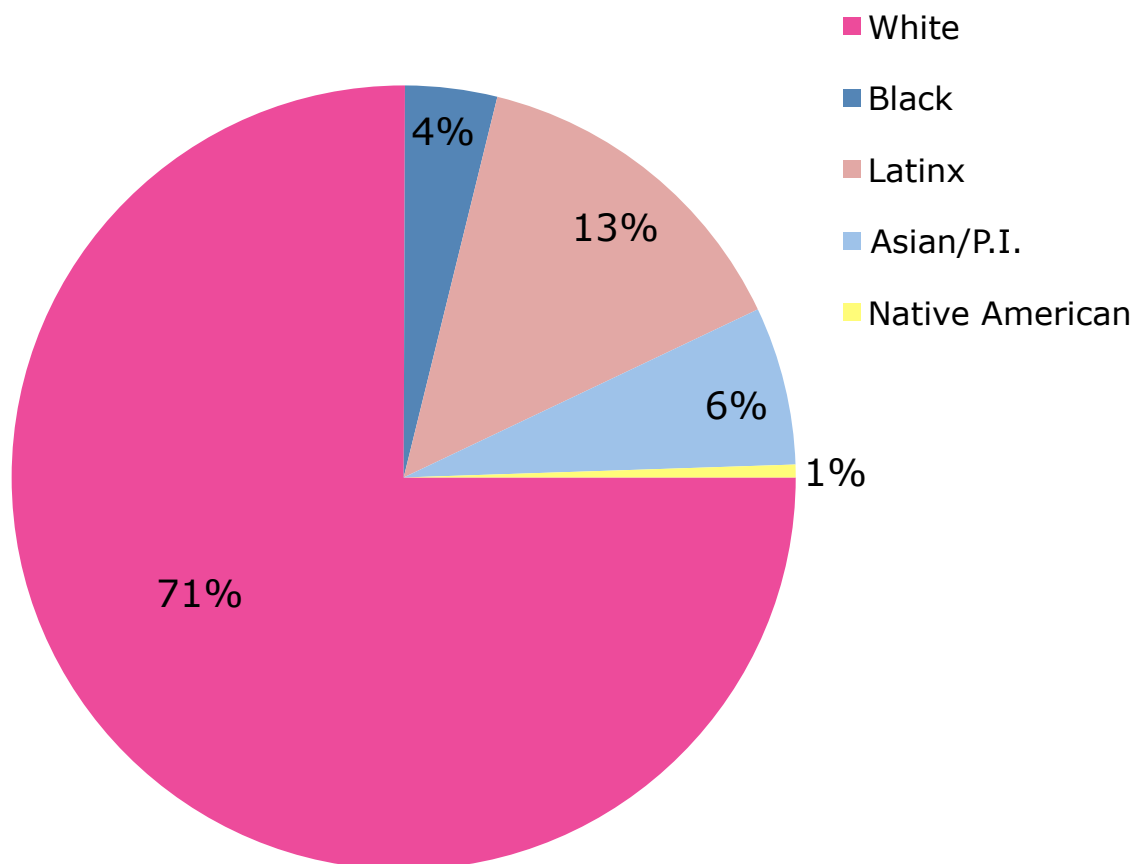
Figure 2: Social Services Offered by West Hollywood Contracted Agencies



West Hollywood Community Membership

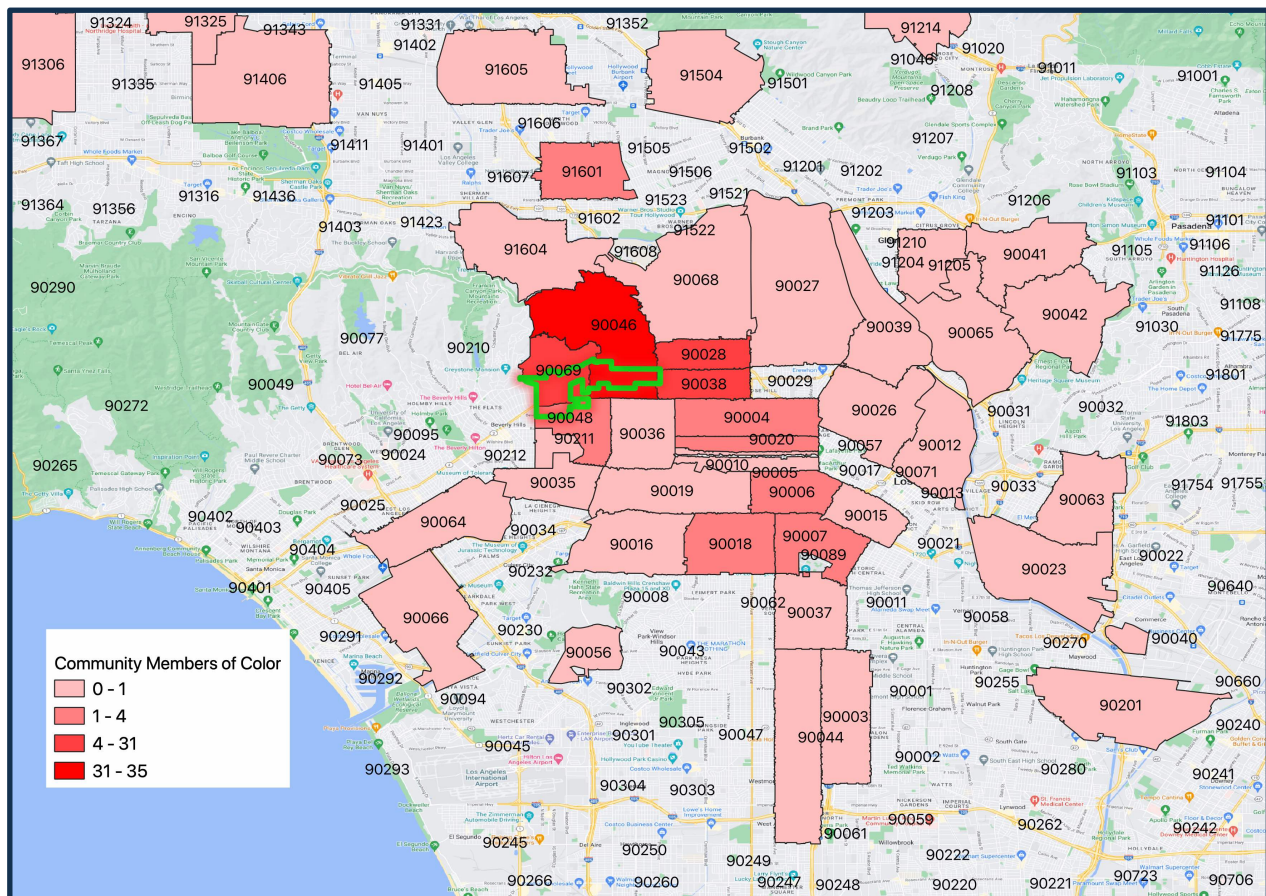
People who live, work, own property, attend school or spend a significant amount of time unhoused in West Hollywood qualify for these free social services. According to the 2020 US Census, 35,757 people live in West Hollywood – 71.3% identify as White non-Hispanic.²¹ The remaining 28.7% are categorized as people of color throughout this report. This includes Blacks, Latinx, Asian/P.I. and Native Americans.

Figure 3: Race/Ethnicity of West Hollywood Residents



Community members of color, and particularly those who work but do not live in the City, reside far beyond the boundaries of West Hollywood. Figure 4 represents zip codes in LA County where surveyed West Hollywood community members of color live. The footprint spans from Winnetka in the Northwest to Bell in the Southeast, and all areas in-between shaded in the map. Darker shaded areas have higher numbers of community members of color.

Figure 4: Residential Zip Codes of Community Members of Color



Methods

The Needs Assessment was completed over four phases between November 2021 and March 2022. These phases included:

- (1) Analysis of social services utilization by community members of color;
- (2) Interviews of social services agencies (N=6);
- (3) Focus groups with community members of color (N=5; 2 interviews in Spanish); and
- (4) A community survey (N=530).

Recruitment

Interviews with social services providers were designed to identify best practices in recruitment and service delivery. Agencies with higher and lower utilization by community members of color were interviewed. High and low utilization was determined by assessing the proportion of community members of color served by contracted agencies (See Table 4, page 42). City staff made introductions to the six (6) contracted service providers to participate in a 45-minute online video interview.

Focus group participants were recruited by virtual and in-person outreach. Virtual outreach was conducted through Zoom meetings held by West Hollywood Boards, Commissions, and community groups. In-person outreach included intercepting people in high foot traffic areas, businesses, transit, and parks throughout West Hollywood. Maroon Society staff shared fliers with community members, as shown in Figure 5, and made announcements to businesses, requesting they explain the project to staff and post the Needs Assessment flier in break rooms. The outreach materials were provided in English and Spanish.

Figure 5: Focus Group Flier



Recruitment was difficult even though focus group participants were offered \$100, told that focus groups would be conducted virtually, and held at various times of day (morning, afternoon, and evening) and days of the week (weekday and weekend). The intention was to make groups as accessible as possible to as many people as possible, especially those with less flexible work and home life commitments. The barriers to conducting a monolingual Spanish speaking focus group were insurmountable. The primary barrier was participant availability. Several monolingual Spanish speaking community members recruited worked multiple jobs, in different areas of the County, with weekly schedules that changed with very little notice from their employers. These factors narrowed their availability to participate in a focus group. In response, the research team pivoted and scheduled five Spanish language interviews. Of the five that were scheduled, two interviews were completed, which is a testament to how challenging it is to reach these community members. The other three interviewees were rescheduled twice, offered the financial equivalent of multiple hours of work (\$50) for a 45-minute conversation, but were not able to participate.

Focus Group and Survey Administration

Five focus groups and two Spanish language interviews were conducted with community members of color. One of the focus groups was comprised of people of color who serve on West Hollywood Boards. Focus Groups were conducted in January 2022, at the height of the COVID-19 outbreak due to the Omicron variant. As a result, focus groups were conducted entirely over Zoom to adhere to social distancing protocols. Focus Groups lasted approximately 90 minutes. Focus groups and interviews were audio recorded and transcribed for purposes of analysis.

Multiple members of the research team participated in each focus group, sharing in the process of asking questions and introducing exercises. All members of the research team are people of color. Having the conversation conducted by people of color with community members of color created space for participants to candidly share their opinions about race and the role it plays in their lives. One participant said:

"Seeing other people of color definitely makes me feel a little more comfortable with expressing myself. And, maybe it's just because it's somebody that has some cultural history that's going to understand a little more than just a random, I hate to say, a random White person."

Surveys were administered via the Internet and in-person. The survey was intentionally inclusive of all racial and ethnic groups, including White community members. White

community members were included to determine if differences emerge between racial groups. This includes, but is not limited to, differences in awareness about West Hollywood social services, need for services, and interest in services. The survey was launched with a press release developed in collaboration with the City of West Hollywood's Communications Department staff. The press release was widely circulated to news outlets, community stakeholders, and on social media platforms. The press release described the Needs Assessment and provided a link to the survey in both English and Spanish (See Appendix, page 32). Moreover, although no surveys were requested in Russian, the City coordinated so that if someone wanted to participate in Russian, a Russian speaking City staff member was available to administer the survey.

Internet based outreach included emailing a condensed and full version of the press release and survey link to contracted social service agencies, the West Hollywood Chamber of Commerce, and community groups. These organizations then distributed the survey announcement and link to their membership. City staff helped distribute the survey to Boards and Commissions, community groups, and local unions. The research team made twelve five-minute presentations at Zoom meetings held by West Hollywood community groups. Special effort was made to target and include older adults, people living with disabilities, and transgender community members. This effort resulted in high participation levels by older adults and community members who identify as transgender and non-binary.

Figure 6: Spanish Language Survey

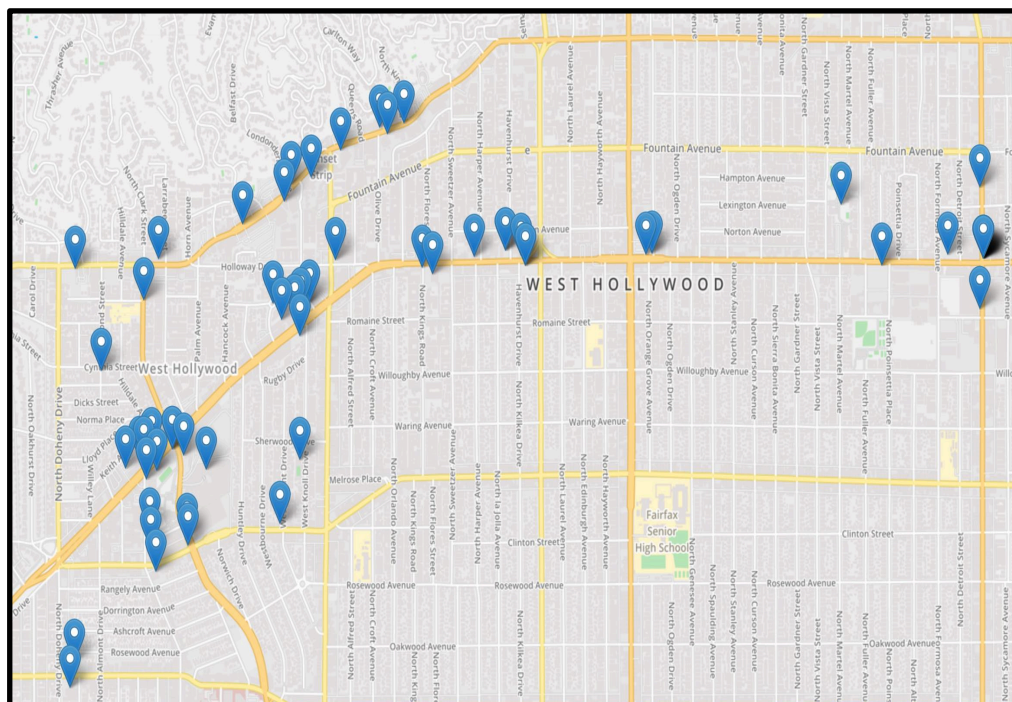


In-person outreach was conducted across the City with a focus on including people who work in the City as well as those who experience homelessness in West Hollywood. Extra effort was made to include them to ensure the results fully represent the totality of West Hollywood community members. Research staff distributed approximately 500 fliers in English and Spanish directly to individuals on sidewalks, parks, the City's entertainment trolley service (The PickUp), and 60 business establishments. An example of the flier in Spanish is found in Figure 6.

In addition to the aforementioned outreach efforts, outreach staff also posted fliers in busy intersections where monolingual Spanish speakers board and alight West Hollywood and Metropolitan transit buses. Intersections included Fairfax /Santa Monica Blvd., La Brea Blvd./Santa Monica Blvd., and Robertson Blvd./Santa Monica Blvd.

Survey administration with Black and Asian/P.I. community members was a challenge. All racial groups were invited to participate with a survey link or a flier with a QR code. However, the number of Black and Asian/P.I. community members that completed the survey was low compared to surveys completed by White and Latinx community members. To overcome this barrier, research staff went to businesses, equipped with digital survey tablets, and \$5 incentives to administer surveys in-person. Twenty-two community members completed a survey administered by a surveyor on a handheld tablet. Homeless community members were also recruited in-person to ensure their voices were included in the assessment. Surveyors approached people experiencing homelessness in West Hollywood Park and administered the survey with a digital tablet. In-person survey locations across West Hollywood are shown in Figure 7.

Figure 7: In-Person Survey Administration Location



Results

The Needs Assessment was designed to determine if, and to what extent, community members of color have unmet social services needs and/or experience barriers accessing social services in West Hollywood. All quotes presented in this report came from focus group participants; and, all statistics reported are from the needs assessment surveys, unless otherwise specified. The results are organized into the following sections:

1. Need Help with Life Necessities

2. Awareness About West Hollywood Social Services

3. Interest in West Hollywood Social Services

4. Proposed New Services

5. Barriers to Accessing Social Services

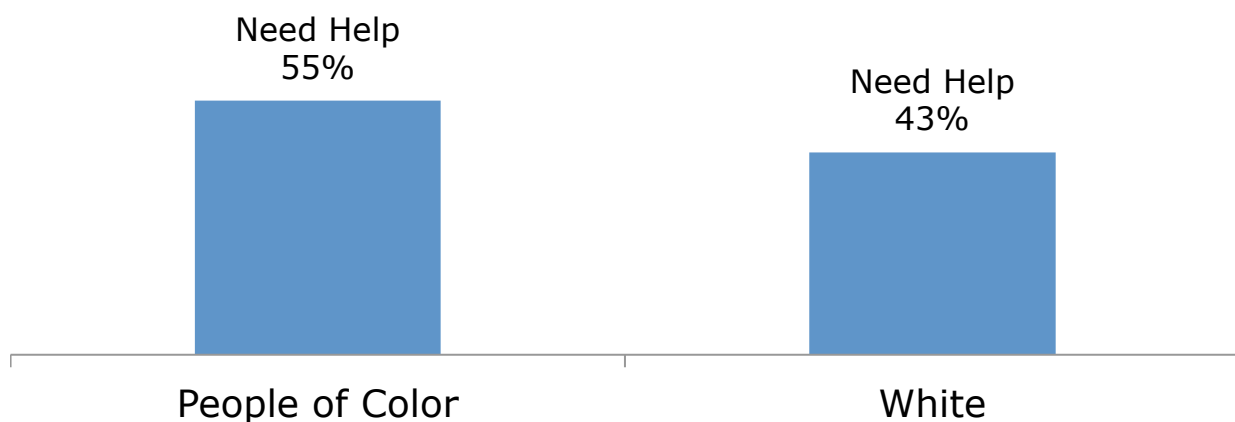
Help Needed with Life Necessities

Community members of color, especially those working but not living in the City, reported lower incomes and a higher need for help with life necessities than White community members. Nearly 58% of community members of color who work but do not live in the City have a household income under \$35,000 (See Table 2, page 39). By comparison, only 6% of White community members who work but do not live in the City have a household income under \$35,000. This suggests the need for help is driven primarily by earned income. One participant discussed the challenge of meeting monthly bills on her salary:

"I feel like my pay rate is decent. But the standard cost of living and inflation and everything is going up, up up. I'm starting to fall into lower income, like, rapidly. Anybody who's working 40 hours a week, and like, if I want to go to the dentist, I'm like, 'Ha! Yeah, Right.' I haven't had my eyes checked in forever. If I'm being open and honest, I make \$17.50 an hour, which is not bad. But the ratio is starting to just be so skewed that I'm going to have to be taking advantage of every service I can get my hands on."

This community member's experience was reinforced by survey results. Participants were asked, "In the past 3 years, have you needed help with life necessities?" As Figure 8 illustrates, people of color were more likely to say, "Yes. I needed help."

Figure 8: Need Help with Life Necessities in the Past 3 Years



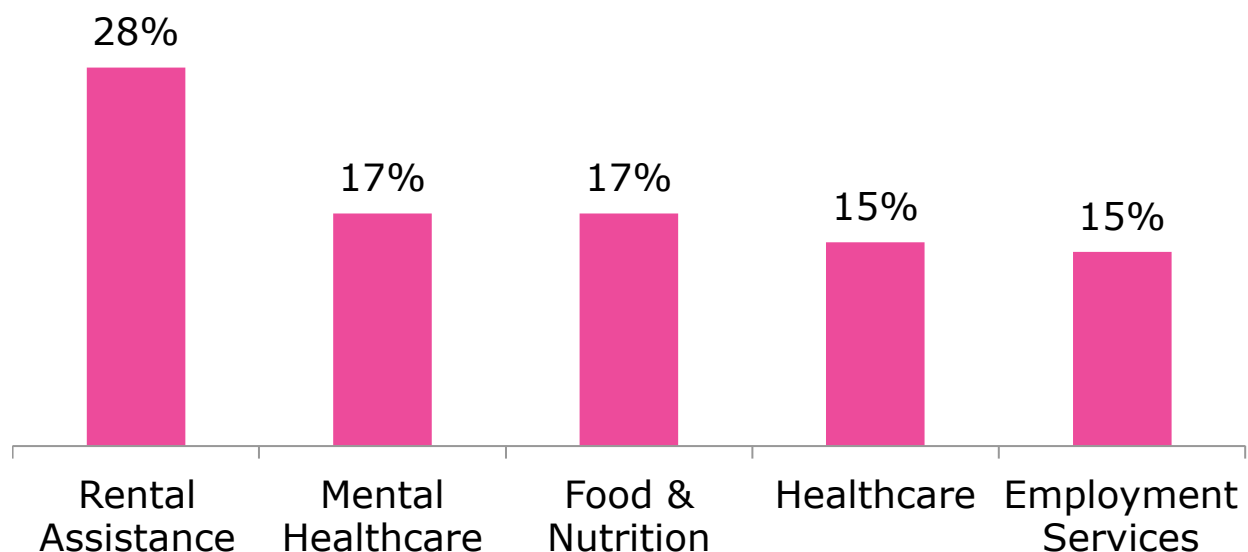
The most frequently mentioned areas of need for West Hollywood community members of color included rental assistance, mental health, food and nutrition, healthcare, and employment services (Figure 9). A mother in the focus groups discussed the challenges raising small children, working, paying for childcare and rent:

"I will look into the housing and the pathways program. I hope they do help me because, I mean, childcare is really expensive right now. It's like, my babysitter wants \$20 an hour. I make \$14 an hour, \$15 an hour, you know? That's why I work around my husband's schedule. When my husband's at work, I'm at home. When I'm at work, he's at home."

Several community members of color spoke with great concern about the widening wage gap, and the unquestionable need for government intervention via social safety net programs. A participant discussed it as follows:

"We are moving in a direction where there has to be more social safety nets. Because, obviously, like, the class disparity is strengthening. There's a giant wage gap. Things are getting too expensive. The cost of living is rising. Like, there is going to be a giant shift where people are going to be seeking this. So it's great that West Hollywood is getting ahead of the curve."

Figure 9: Top 5 Social Service Interests for Community Members of Color



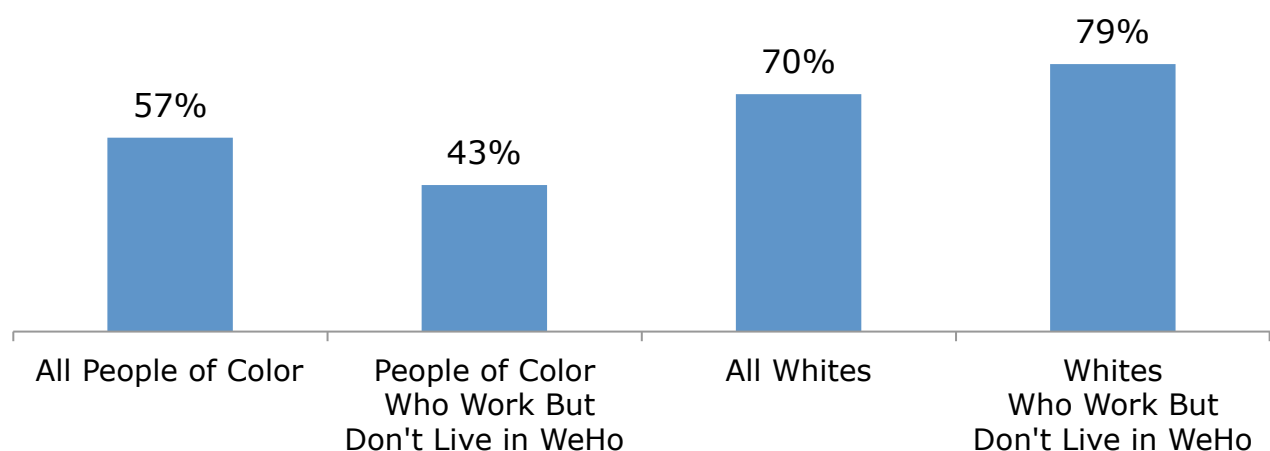
Awareness About West Hollywood Social Services

The greatest barrier to social service utilization for community members of color is low awareness. This became evident in both focus groups and surveys. Participants were asked, **“Are you aware that the City of West Hollywood contracts with non-profit organizations to provide social services to community members?”** A focus group participant who worked but did not live in West Hollywood explained:

“I’ve worked in the City eight years, and I had no idea. I’ve never heard of social services being offered by the City. And I’ve known through all these years, a lot of people that could have benefited from them.”

In the needs assessment survey, compared to Whites, community members of color reported (1) lower awareness about the concept of social services, (2) less awareness that West Hollywood funds social services, and (3) less clarity about who may qualify to receive services. Figure 10 shows the awareness gap among people who work but do not live in the City (i.e., “Work But Don’t Live in WeHo”). Only 43% percent of these community members were aware the City funds social services, compared to 79% of White community members who work but do not live in the City. This 36% point gap suggests that information distribution is not consistently reaching all community members of color, and especially those who work in but reside outside the City’s limits.

Figure 10: Awareness that West Hollywood Funds Social Services



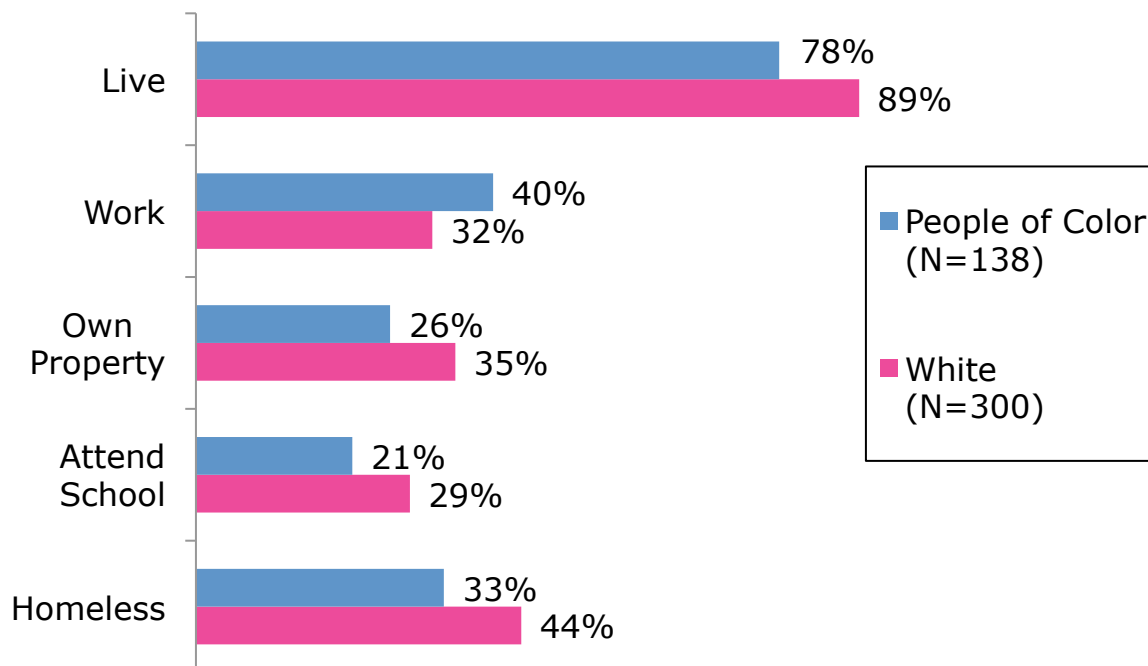
Uncertainty About Who Qualifies for Social Services

In addition to knowledge gaps about social services funded by the City, community members of color expressed less awareness about who qualifies for services. A focus group participant said, *"I was reading that it's mostly for residents of West Hollywood. I don't think it applies necessarily to people who work there."*

While recruiting for focus groups and surveys, outreach staff would say, *"The City of West Hollywood wants to hear from community members about their perceptions of social services."* Frequently, community members of color would say, *"I'm not a community member. I just work here."*

Survey participants were asked to complete this sentence, **"People that _____ in West Hollywood qualify to receive social services."** Rather than having consistent levels of knowledge with their White counterparts, Community members of color report less awareness overall than White community members about who qualifies for services. The problem with this knowledge gap is that it can discourage people from inquiring about services they may qualify to receive.

Figure 11: Belief About Who Qualifies for City Contracted Services



Interest in West Hollywood Social Services

Community members of color in the survey expressed interest in the current list of social services offered. Many focus group participants were pleasantly surprised they could receive services like mental health, dental, and rental assistance from a City funded program. One participant discussed finding a dental program funded by the City:

"I've been having an issue with a dental problem, and my insurance doesn't cover a lot of it. I just found out today that Saban Clinic can help with that. So, that made me incredibly happy."

A second focus group participant expressed interest in receiving therapy:

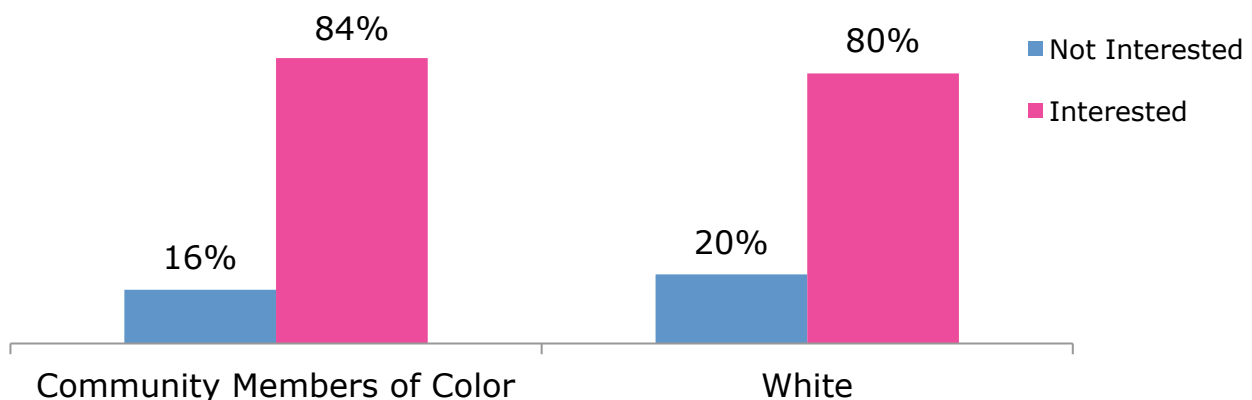
"I've always wanted to see a therapist, but I always thought it was like, too expensive. So, I wasn't sure. I wasn't aware that I could have access to that for free."

Another focus group member was happy to learn the City funded numerous services:

"To know that West Hollywood is doing what they can for people who have addictions and mental disorders, and any kind of health-related issues, or people who aren't able to work full time – it was nice to see that there was quite a good list. From what I'm seeing so far, I'm pleasantly surprised."

Figure 12 shows cumulative interest levels between community members of color and Whites were relatively equal. Eighty-four percent (84%) of community members of color and 80% of Whites expressed interest in West Hollywood funded social services.

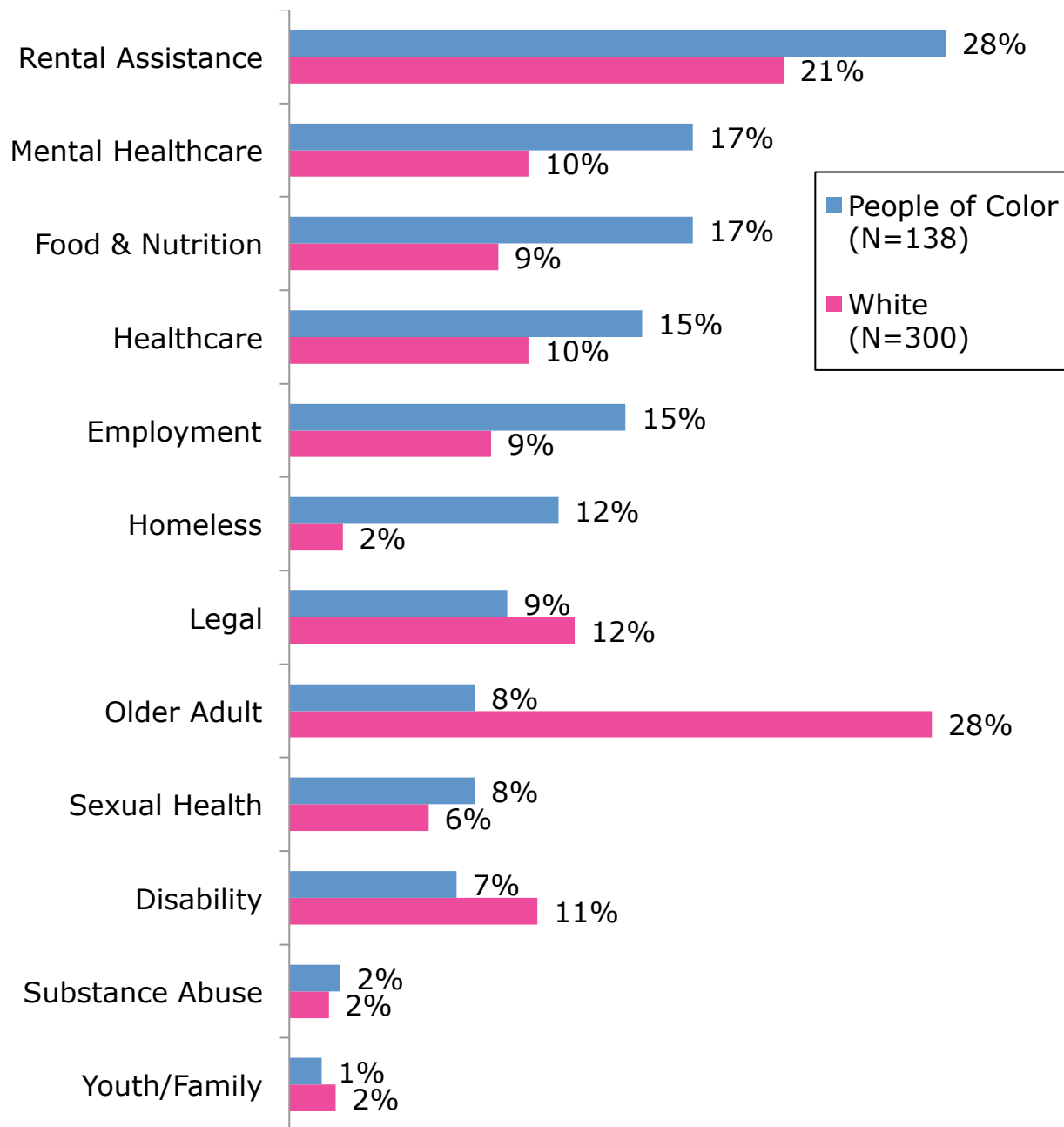
Figure 12: Cumulative Interest in West Hollywood Contracted Social Services



Interest in Currently Available Social Services

Survey participants were asked, **“Which of these services, available in West Hollywood, might you like to receive?”** Community members of color expressed greater interest in rental assistance, mental healthcare, food and nutrition, healthcare, employment, and homeless services than Whites.

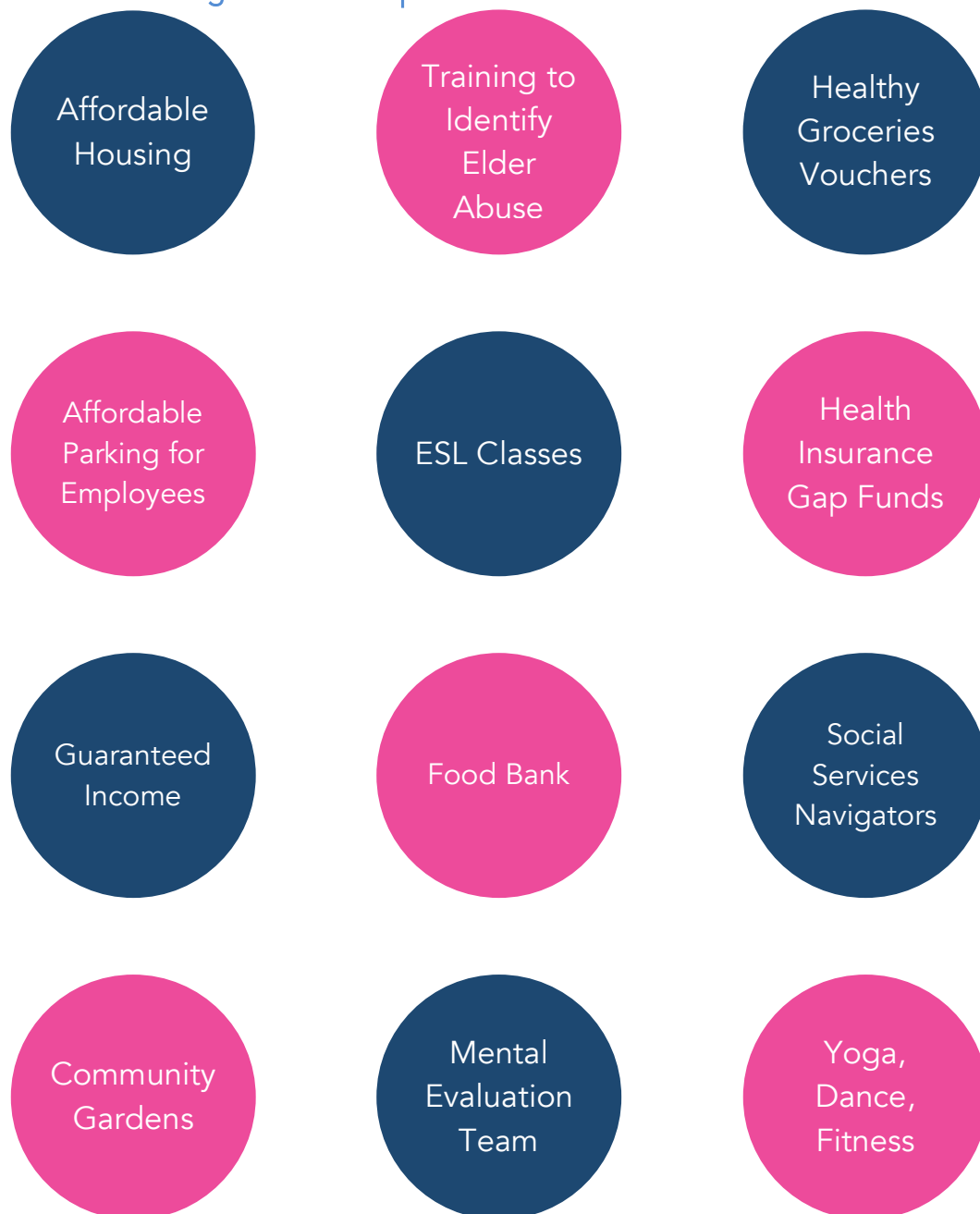
Figure 13: Social Services of Interest: People of Color and Whites



Proposed New Services

West Hollywood community members of color proposed twelve new service categories. As can be seen in Figure 14, proposed services revolve around financial support for housing, parking, healthy eating, and physical fitness. Some of the service categories fall outside of the scope of West Hollywood's Social Services Division.

Figure 14: Proposed New Social Services



A Desire for Increased Community Outreach & a Guaranteed Income Program

Community members of color, especially those who work but do not live in the City, proposed that West Hollywood develop a program focused on community education about social services, especially targeting employees. Participants in different focus groups said:

"I wish that the City would do more advertising [for] those sort[s] of services, especially in the workplace, for people who need it."

"I think you need to have more people out there in the field to let people know. It's one thing to see a flier but when you have somebody that you can talk to that's how I found out about this."

"Having more people actually making you aware, I feel like that would make you less hesitant to actually go, or less ashamed. I feel like that's the main thing making you feel like, "Oh, yeah, you can get it. It's for everybody not just for low income." So you don't feel like oh, I don't know, like a freeloader."

"I would like to see them do something for men of color. You know, make us aware that social services are there."

Conversations about new services ultimately resulted in discussions about guaranteed basic income, and other financial supplements to pay for life necessities.

"To get like essentials, like vegetables and proteins and whatnot. We're all going to need universal basic food and food vouchers and food programs, because it's just getting, it's getting too out of hand."

"One thing that I think would be incredibly helpful would be [a supplement] for people who have jobs, who have insurance, but where insurance doesn't actually cover a lot of the medical bills that they have. And, having those kinds of services would be amazing like, a supplement would be great."

Barriers to Accessing Social Services

Based on feedback provided in focus groups and surveys, lack of awareness is the primary barrier to social services access for most community members of color.

However, for community members of color who are aware of West Hollywood funded social services, the barriers fall in two categories – internal barriers and external barriers. Internal barriers include (1) perceived stigma that the provider will reject the person because of their identity or circumstances, (2) misunderstanding about costs for free services, and (3) lack of home Internet to seek out and receive services.

A formerly unhoused community member of color described how stigma prevented her from accessing available services. She explained:

"I mean, just being turned away, just being looked at where you don't want to really go in or talk to anyone because, 'Screw it.' Like, you already look and feel like trash."

Moderator

Is that based on the way they were looking at you or their responses to you when you said, "Hey, I'm here for service?"

"All of the above. I mean, to be honest, I was on drugs. So, I can kinda understand. But like, now that I'm sober it's like, damn, [if] they were looking at me wrong, with any sense of attitude, I usually just took off."

Given that people who need social services often lack disposable income, effort to clearly communicate free service is critical. One older adult participant stated:

It's interesting, because there's nothing that says anything about costs on the website. They describe the services, and it's like, well, I don't know if I'm going to pay anything or not.

Many community members, especially monolingual Spanish speakers, brought up lack of Internet as a major barrier to service access:

"If you don't have a phone, and you don't have access to Internet, you can't access any of these services."

External barriers include: (1) ineffective communication strategies to raise awareness among community members of color about available services, (2) lack of clear communication about the service qualifications and time to wait for approval and delivery of services, and (3) capacity to process applications and offer services in a reasonable timeframe. One of the focus group exercises asked participants to read the City directory of social services and walk through the steps to initiate a service that interested them. Several community members of color expressed frustration figuring out if they qualified to receive the services offered. A focus group participant shared the following:

"I had seen that the rental assistance was specifically for people who had HIV or AIDS. And, it wasn't very clear if anybody else can apply for rental assistance."

Participants expressed concern and uncertainty waiting to find out if they qualified for services after submitting application materials:

"I would have liked an email after applying. Maybe to speak with someone for more information if you had questions because they just sent an email saying, 'you have to wait seven days.' I would have liked to see the requirements – not to wait, and then see if I'm accepted."

Language barriers were also expressed by a participant discussing West Hollywood contracted social service provider webpages and the "about" section within them:

"I'm second generation Mexican American. And, I think it's about language. Some of the complexity in the "about section" of these websites can really deter a lot of people that actually need the help."

Participants described waiting lists and lack of available services as barriers:

"As far as the mental health services, I've attempted twice to get it and I haven't gotten it. So, I think it's just like communicating what I would have to do on my part to receive those services."

A participant from a different focus group expressed a similar barrier to service:

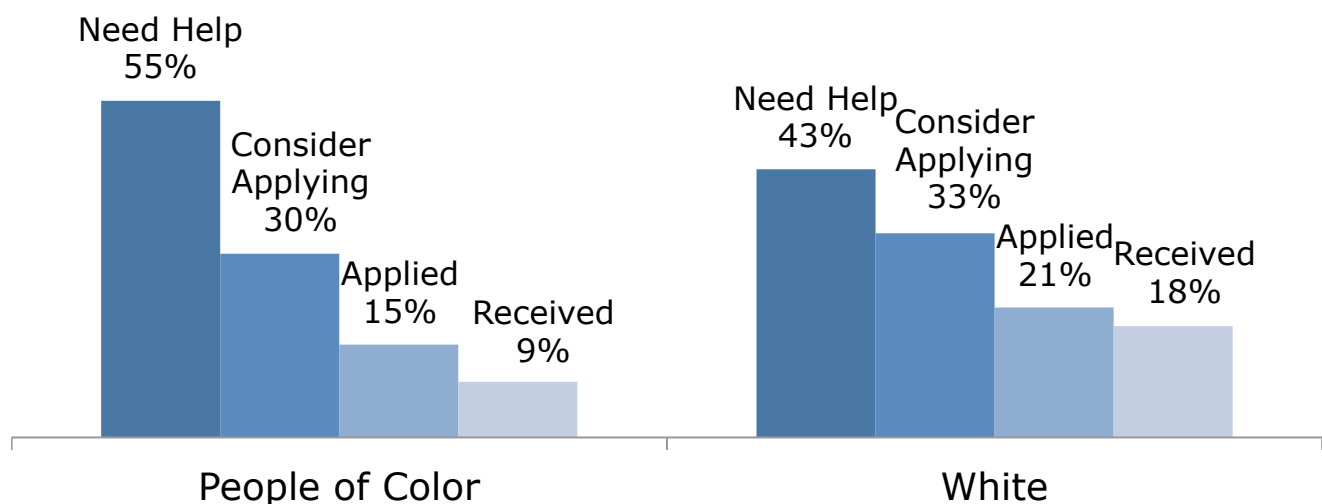
“West Hollywood has done more than any other city, and I'm grateful for that. But unfortunately, during the pandemic, there's just a lot of people on waiting lists for anything and everything.”

West Hollywood has a decades long commitment to provide HIV prevention and treatment services. However, a transgender man expressed inexplicable challenges receiving PrEP HIV prevention services from multiple service providers:

“My experience was trying to access PrEP throughout the City and going to different clinics. I went to Men's Health. I went to Planned Parenthood. I went to several different clinics to access PrEP, and I had to go to three different clinics before one of them would issue me a prescription for PrEP, citing that because I was born as a, you know, female and identified as a Trans Man that I wasn't qualified for PrEP.”

Figure 15 shows the gap between people who need service and those who receive service. For community members of color, nearly half of those who stated “needing help” actually “consider applying” for services. Half of those who considered applying stated that they applied and, just over half of those who applied for services reported that they received them. The gap for Whites is much smaller, especially between those who applied for services and those who received services.

Figure 15: Gap Between Services Needed and Services Received



Challenges, Opportunities & Recommendations

The following lists opportunities available to the City of West Hollywood to increase access to City funded social services by community members of color. The recommendations incorporate insight gained from all qualitative and quantitative methods used to conduct the needs assessment.

The **six recommendations** are proposed for consideration from the City of West Hollywood Social Services Division, Human Services Commission, Social Justice Task Force, and City Council.

Recommendation #1

Develop an Awareness Campaign for People of Color Working in West Hollywood

PROBLEM

People of color have lower awareness about social services funded by the City than their White counterparts. The awareness gap between community members of color and Whites jumps to 25% among those who work but do not live in the City. These workers express a desire for services; however, they have low awareness that the services exist and limited resources to navigate the system to explore options and qualification criteria. The most heavily requested services among community members of color are mental health, food and nutrition, healthcare, rental assistance, and employment services.

RECOMMENDATION

The City and its nonprofit partners should coordinate an outreach campaign to educate workers about the availability of these five highly desired services. The campaign should include a combination of online and in-person outreach. It should include people of color conducting the outreach and be done with the coordination of West Hollywood.

Recommendation #2

Expand Food & Nutrition Programming for Non-Resident Community Members

PROBLEM

The needs assessment found nearly half of all people working in the City are people of color; and, 65% of these community members live outside of the City's boundaries. These community members of color are much more likely than West Hollywood residents to live in low-income households, and to report an interest in food and nutrition support (28% vs. 10% among West Hollywood residents). In addition, like the rest of Los Angeles County, the City's homeless population is disproportionately Black and Latinx. However, many of the City's current food and nutrition programs are either limited to West Hollywood residents or include frozen meals or boxes of heavy non-perishable groceries that are difficult for unhoused community members to prepare and eat on the go.

RECOMMENDATION

The City should consider expanding its food and nutrition services to include non-resident community members. This expansion would directly benefit community members of color who report the highest need for food and nutrition services. This would include those who work but do not live in the City and people experiencing homelessness. It is strongly recommended that the service providers have people of color on staff and the cultural competency needed to serve members of the community experiencing homelessness.

Recommendation #3

Develop a Racial Equity Based Service Utilization Strategy

PROBLEM

Despite a greater need for help with life necessities, and a stronger interest in West Hollywood contracted social services compared to White community members, community members of color use City funded social services at a lower rate than their White counterparts. Community members of color utilized 23% of West Hollywood contracted social services between 2018-2020. This utilization rate is less than the 28.7% of people of color who live in West Hollywood. However, this 5.7% underutilization rate (28.7-23%) is incomplete because it is based only on the number of residents of color when it should be based on the total number of community members of color. The total number of community members would include people who live, work, own property, attend school, and experience homelessness in the City.

RECOMMENDATION

The City should collaborate with contracted service providers and consultants to develop a racial equity based service utilization strategy. The strategy should (1) include a population estimate of West Hollywood community members, inclusive of non-residents, (2) be informed by the Government Alliance on Race and Equity principles, and (3) incorporate insights from the needs assessment about service category interests and barriers to service.

Recommendation #4

Evaluate Progress on Service Utilization Strategy with an Evaluation Plan

PROBLEM

Implementing a racial equity based strategy for social service utilization requires multiple phases: (1) engagement and collaboration with social services agencies to refine the strategy, (2) education about the new goals and data requirements, and (3) evaluation of the strategy. These steps are necessary to ensure community members of color are able to benefit from the City's efforts to promote racial equity.

RECOMMENDATION

The City should develop, or hire a consultant to develop, an evaluation plan to measure progress toward any racial equity strategy it may develop. The evaluation should clearly define evaluation goals, metrics, data sources used to evaluate progress, and a schedule for reporting results to the City, social services agencies, the Human Services Commission, City Council, and other relevant City stakeholders.

Recommendation #5

Create a Centralized Information Portal about Contracted Social Services

PROBLEM

The City's social services webpage has volumes of information about social services, including services funded by the City and other available resources. The variety of links to service provider websites, information bulletins, reports and videos on the website are informative. However, for community members with limited time, computer skills, and English reading comprehension, the process of locating services, identifying if they qualify to receive services, and all the steps needed to apply for services can be daunting. Additionally, websites from contracted providers have inconsistent levels of information about services. This can have the unintended consequence of preventing community members from applying for services simply for lack of comprehension.

RECOMMENDATION

In the short term, the City should create a centralized information portal on their website that offers clear descriptions of City funded services, qualification criteria, application requirements, and wait time before service delivery. Effort should be taken to distinguish City-funded services from related community partner services. In the long-term, the City should have an application that allows a person to find out what services they qualify for by responding to a series of automated questions.

Recommendation #6

Standardize Provider Capacity to Communicate About Services Offered

PROBLEM

Contracted social services providers have varying levels of capacity to communicate with the public and process applications for service. Some agencies provide websites with detailed information and automated steps to apply for services; yet, others have limited, often confusing, and incomplete information about services offered, qualification criteria, and time required to receive services.

RECOMMENDATION

To the extent possible, the City should provide standards for what information a community member should expect to receive when visiting a provider's website. At minimum, the provider should clearly describe the service offered, criteria required to apply, estimated time to receive a response, and time to schedule the service. Additionally, providers should offer an operational telephone number, and indicate hours in which calls will be received, and a general timeframe for responding to community member inquiries.

Conclusion

In 2020, West Hollywood City Council directed staff to conduct a study exploring the extent to which community members of color experience barriers to City-funded social services. As part of its continuous effort to refine social services and ensure all community members, regardless of race and ethnic identity, have access to social services, West Hollywood contracted with Maroon Society to conduct a needs assessment focused on community members of color. The broad goals of the assessment were to (1) measure interest and utilization of City funded social services among community members of color, (2) identify unmet social service needs of community members of color, (3) determine the extent to which community members of color have equal access to current City-funded social services, and (4) propose solutions to overcome barriers to accessing services.

The analysis uncovered both internal and external barriers related to service provision. Internal barriers include: (1) perceived stigma that providers will reject the person because of their identity or circumstances, (2) misunderstanding about costs for free services, and (3) lack of home Internet to seek out and receive services. External barriers were: (1) ineffective communication strategies to raise awareness among people of color about available services, (2) inconsistent communication about social services provided, and (3) agency capacity to review and approve the community member's service request in a timely manner.

In addition to the findings above, the study also found a disproportionate need for help with life necessities expressed by community members of color, specifically those who work but do not live in the City. The analysis found community members of color are most interested in rental assistance, mental healthcare, food and nutrition, healthcare, and employment services.

The research team was able to identify a service utilization gap for community members of color. However, lack information about the size and racial composition of West Hollywood community members made it impossible to accurately quantify how much of a service utilization gap exists for community members of color.

West Hollywood intends to create a pathway for equitable social service access and utilization by community members of color. The research team believes that by implementing the 6 recommendations, listed below, West Hollywood will be able to deliver on their ambition for racial equity in the delivery of social services. The six recommendations to achieve this goal are as follows:

- 1. Develop Awareness Campaign for People of Color Working in West Hollywood**
- 2. Introduce Food & Nutrition Program for Community Members of Color**
- 3. Set Equitable Service Utilization Goals for Community Members of Color**
- 4. Evaluate Progress Toward Equity Based Service Utilization Goals**
- 5. Create a Centralized Information Portal about Contracted Social Services**
- 6. Standardize Provider Capacity to Communicate About Services Offered**

Appendix

Needs Assessment Press Release

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City of West Hollywood

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Contact

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FOR IMMEDIATE RELEASE

City of West Hollywood Encourages Community Members to Participate in a Short Survey about Social Services

Needs Assessment Survey Seeks Feedback from a Diverse Range of Community Members in Order to Assess and Most Effectively Meet Community's Social Services Needs and Expand Accessibility

2022 Social Services Community Needs Assessment Survey Takes Three Minutes to Complete and is Available in English at <https://w.eho.city/needsEng> or Spanish at <https://w.eho.city/needsSpan>

WEST HOLLYWOOD, February 22, 2022 – The City of West Hollywood has a deep and decades-long commitment to providing social services and resources to community members in-need and to improve quality of life. Each year, the City of West Hollywood invests approximately \$5 million to fund social services through contracts with local nonprofit organizations to support programs that impact thousands of people.

As part of a continuous effort to improve social services and expand accessibility, the City is encouraging community members to participate in its 2022 Social Services Community Needs Assessment Survey. The survey is conducted in partnership with Maroon Society, which aims to advance the public good and provides qualitative and quantitative research expertise.

Community members who live, work, own property, attend school, or spend a significant amount of time unhoused in West Hollywood qualify for the City's Social Services programs and these community members are encouraged to take the three-minute survey, which is available in [English](https://w.eho.city/needsEng) by visiting w.eho.city/needsEng. The survey is also available in [Spanish](https://w.eho.city/needsSpan) at <https://w.eho.city/needsSpan>.

The survey is currently open; the final day to participate in the survey is Sunday, March 13, 2022.

Survey responses are being collected from a diverse range of community members and input from a large cross-section of participants will help inform critical feedback that helps the City to assess and most effectively meet the community's most up-to-date social services needs. By participating in the Needs Assessment Survey, community members will help shape the next three years of social services programs in the City of West Hollywood.

During its 37-year history, the City of West Hollywood has provided millions of dollars in grants to fund programs that include services for older adults; people living with HIV and AIDS; members of the LGBTQ community; families with children; people with disabilities; alcohol and drug use recovery programs; support programs for Russian-speaking and other immigrants; services for people who are experiencing homelessness; food programs; and health care services for people who are uninsured.

In the last year alone, the City's Social Services programs administered by partner nonprofit organizations have been addressing the most critical issues of the moment including homelessness, food insecurity, substance use, and HIV/STI prevention and support, and have provided more than 150,000 meals to older adults and other vulnerable community members who would otherwise go hungry; have placed 50 people experiencing homelessness in stable housing; and have helped many people who were jobless to prepare for the job market.

The City of West Hollywood periodically conducts community studies to guide Social Services priorities. Previous studies have provided insight on community demographics; community needs for social services, including transportation and housing; and feedback on living in West Hollywood.

For more information about the City of West Hollywood's Social Services programs, please visit www.weho.org/wehocares. Additional information and background about the 2022 Social Services Community Needs Assessment Survey is posted in this website area.

For additional information about the 2022 Social Services Community Needs Assessment Survey, please contact Katie Egan, City of West Hollywood

Social Services Program Administrator, at (323) 848-6868 or at kegan@weho.org. For specific inquiries to Maroon Society, please contact Patricia Ortega at assessment@maroonsociety.com or at (310) 694-8075. For people who are Deaf or hard of hearing, please call TTY (323) 848-6496.

The City of West Hollywood remains in a declared local emergency in response to the coronavirus (COVID-19) outbreak. West Hollywood City Hall is open for in-person transactions by appointment. Visitors to City Hall and City facilities are required to adhere to vaccine verification requirements. Click [here](#) for details. To make an appointment, visit www.weho.org/appointments. City Hall services remain accessible by phone at (323) 848-6400 and via the City's website at www.weho.org. City of West Hollywood coronavirus information is available at www.weho.org/coronavirus.

For up-to-date news and events, follow the City of West Hollywood on social media @WeHoCity, sign up for news updates at www.weho.org/email, and visit the City's calendar of meetings and events at www.weho.org/calendar.

For reporters and members of the media seeking additional information about the City of West Hollywood, please contact the City of West Hollywood's Public Information Officer, Sheri A. Lunn, at (323) 848-6391 or slunn@weho.org.

###

Focus Group Guide

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West Hollywood Needs Assessment: Focus Group Guide – Final Draft

January 20, 2022

INTRODUCTION

(5 min)

We're here to talk about Social Services funded by the City of West Hollywood:

- Your experiences and perceptions,
- Challenges receiving them, if any, and
- Thoughts on how to increase access to services and create new services.

GROUND RULES: (1) no right or wrong answers, (2) We are consultants for the City, not employees (3) it's okay to disagree, (4) try not to cut people off, (5) video recording to capture exactly what you say, it's confidential (e.g., won't post on the internet).

GROUP INTRODUCTION: (1) your name, (2) how you are affiliated with West Hollywood (live, work, school, etc.)

AWARENESS & PERCEPTIONS OF SOCIAL SERVICES

(10 min)

1. What comes to mind when you think of Social Services?
 - Who are they for?
 - What are some examples?
 - **NOTE:** LIST EXAMPLES IF few are provided by group
2. How many of you think the City of West Hollywood funds social services programs?
 - Why/why not?
3. For what groups do you think the City makes social services available?
 - Why/why not?

INFORM PARTICIPANTS the City provide social services through contracts with local nonprofit agencies.

4. Who here has received social services through programs funded by the City West Hollywood in the past? This may include working with a case manager or nonprofit to assist with any services from rental assistance to legal aid.
(ASK SAME QUESTION OF SOCIAL SERVICES RECIPIENTS OUTSIDE OF WEHO)
 - What services were received?
 - How long ago and for what length of time?
 - What did you appreciate about those services?
 - Can you tell me what steps you took to initiate services?
 - What made it challenging to receive those services?
 - What made you continue or stop receiving those services?

West Hollywood Needs Assessment: Focus Group Guide – Final Draft

January 20, 2022

INTEREST IN SOCIAL SERVICES

(10 min)

→ PROVIDE A LIST OF SOCIAL SERVICES IN A SURVEY LINK

Instructions: Review the social services and select 1-3 that interest you.

5. Tell me about the social services that interest you and why?
 - How might receiving them impact your quality of life?
6. What type of services do you believe this organization would offer you?
 - Exactly as described or something else?
7. How much, if anything, do you think it would cost for these services?
 - What do you think you would have to do to initiate services?

-- 5 MINUTE BATHROOM BREAK --

JOURNAL EXERCISE REPORT BACK

(15 min)

Instructions: You were asked to select a social service before the group. We'd like to hear what service you selected and what you learned about the service.

8. What service did you select?
9. Why did you select that service?
10. What steps did you take to learn about enrolling for the services?
 - Call
 - Search the Internet
 - Read about service on website
 - Read description in West Hollywood social services brochure.
11. How easy or difficult was it to get information about the service, and why?
 - Information confusing
 - Difficult to get in touch with a person, etc.
 - Technical difficulties
12. Do you qualify for the service you selected?
 - If yes, how do you qualify
 - If no, why don't you qualify?

West Hollywood Needs Assessment: Focus Group Guide – Final Draft

January 20, 2022

SOCIAL SERVICES MESSAGING

(10 MIN)

13. Who here has seen ads or messages about West Hollywood social services?

- Can you recall where you saw the advertisement (website, billboard, brochure)?
- Can you recall the message?

14. Have any of you visited the City's website or social media pages re: social services?

EXERCISE:

(1) Visit City of West Hollywood website.

(2) Find social services.

(3) Learn about 1 social service currently available.

[SAME FOR SPANISH LANGUAGE GROUP]

15. Based on the exercise, how easy or difficult was it to navigate the webpage?

- Find information?
- Understand what steps to take to enroll?

IDEAL SOCIAL SERVICES AWARENESS & DELIVERY

(10 min)

Instructions: We're going to discuss what you consider the Ideal scenario for raising awareness about social services, enrolling you, and delivering services

16. What are the best ways the City and nonprofits to **raise awareness** about services?

- In-person outreach (where, when, & how)
- Social media
- City website
- Flyers, etc.?

17. What could make the process of **enrolling in social services** easier?

- Clearly describe all information and documents needed in website and pamphlets
- Have enrollment person ask qualifying questions 1st to save time if not qualified
- Have a streamlined process for enrollment with fewer documents?
- Use DocuSign type software for application?

18. What could make **delivery of social services** better?

- Hours of operation
- Friendliness of staff
- Location of services

West Hollywood Needs Assessment: Focus Group Guide – Final Draft

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NEW SOCIAL SERVICES

(10 min)

Instructions: Take 3 minutes to think about social services not currently offered in the City of West Hollywood that you'd like to offered.

ALLOW PARTICIPANTS TO ENTER WRITTEN RESPONSES IN A SURVEY LINK

19. What social services would you like to see the City introduce?

- Who would they be for?
- How often would they be provided?
- Location of service delivery?
- How could a service like that improve your life or the lives of people you know?

IMPORTANCE OF RACE/ETHNICITY OF SERVICE PROVIDERS

(5 min)

20. How much does the race/ethnicity of the people providing social services impact your decision to seek social services?

- How and in what ways?

CLOSING COMMENTS / THANK YOU FOR PARTICIPATING

(5 min)

21. What is the most important thing West Hollywood can do to make you consider accessing social services?

22. Any final recommendations, comments or questions?

Needs Assessment Survey

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Needs Assessment Survey – Final Draft

February 14, 2022

West Hollywood Affiliation (*bold items are NOT shown to participants)

Thank you for helping West Hollywood. Your participation in the survey is completely confidential!

1. Please complete this sentence...I _____ in West Hollywood

(SELECT ALL THAT APPLY)

[SHOW MAP OF CITY BOUNDARIES]

- Live
- Work
- Own Property
- Attend School
- Spend a significant amount of time unhoused or experiencing homelessness
- None of the Above → **THANK AND END SURVEY.**

Social Awareness

2. Did you know that...Social Services are public services intended to help people meet everyday needs, including: housing, food, employment, healthcare, transportation, etc.

- Yes
- No

3. Are you aware that the City of West Hollywood contracts with non-profit organizations to provide social services to community members?

- Yes
- No

4. Which of the following services do you think the City of West Hollywood contracts for?
(PLEASE SELECT ALL THAT APPLY)

- Disability Services
- Employment Services
- Food Assistance
- Health Care
- Homeless Services
- Legal Services
- Mental Health Services
- Rental Assistance
- Reproductive Health
- Older Adult Services
- Sexual Health Services (including STD Testing & Prevention)
- Substance Use Services
- Youth and Family Services
- Other _____
- All of the above

Needs Assessment Survey – Final Draft

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5. Complete this sentence...

People that _____ in West Hollywood qualify to receive social services.

(PLEASE SELECT ALL THAT APPLY)

- Live
- Work
- Own Property
- Attend School
- Spend a significant amount of time unhoused
- I don't know

Social Services Use/Non-Use

6. In the past 3 years, **have you needed help** with life necessities (e.g., food, healthcare, housing, transportation, substance use services, etc.)?

- Yes
- No

7. Have you ever **considered requesting** Social Services from the City of West Hollywood to help with life necessities?

- Yes
- No → **SKIP TO Q.17**

8. What steps did you take to apply, or sign up, for the services you needed?

(PLEASE SELECT ALL THAT APPLY)

- None – I did not take any steps to receive services → **SKIP TO Q.12**
- Telephone call to a social service agency
- Telephone call to the City of West Hollywood
- Visited West Hollywood City Hall or another City of West Hollywood office
- Visited a social services agency office
- Browsed City of West Hollywood webpage
- Browsed social services agency webpage
- Searched the Internet
- Other_____

9. Did you complete an application or sign up for the service you needed?

- Yes
- No → **SKIP TO Q.12**

10. Did you receive the **services** you needed ?

- Yes → **SKIP TO Q.14**
- No

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11. What prevented you from **receiving the services** you needed?

(PLEASE SELECT ALL THAT APPLY)

[SORT LIST, RANDOMIZE ORDER; EXCEPT LAST 2 OPTIONS]

- Time waiting for services was too long
- The provider agency told me I didn't qualify for the service
- People at the provider agency were rude
- I didn't feel comfortable receiving service from the provider agency
- No one at the provider agency spoke my language (Spanish survey, only)
- Never heard back from the provider agency
- I no longer needed the service
- Other_____

[ASK Q.12 ONLY IF "NO" @Q.9, OTHERWISE SKIP TO Q.13]

12. What prevented you from **applying for the services** you needed?

(PLEASE SELECT ALL THAT APPLY)

[SORT LIST, RANDOMIZE ORDER, EXCEPT FOR LAST 3 OPTIONS]

- Time waiting for services would be too long
- The provider agency told me I don't qualify for the service
- People at the provider agency were rude
- I didn't feel comfortable receiving service from the provider agency
- No one at the provider agency spoke my language (Spanish survey, only)
- I no longer needed the service
- I was only somewhat interested in the service
- Other_____

[SKIP Q. 13 IF "NO LONGER NEEDED SERVICE," IN Q.11 OR Q.12, OR "WAS ONLY SOMEWHAT INTERESTED IN THE SERVICE" IN Q.12]

13. On a scale from 1 to 4, where "1" is Not at All Likely and "4" is Very Likely, How **LIKELY** is it that the provider agency treated you how they did because of any of your personal traits listed below?

	Not at All Likely			Very Likely
Age	1	2	3	4
Gender Identity	1	2	3	4
Race/Ethnicity	1	2	3	4
Sexual Identity	1	2	3	4

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[ASK Q.14 ONLY IF “YES” @ Q.10, OTHERWISE SKIP TO Q.16]

14. Which Social Services **did you receive?**

(PLEASE SELECT ALL THAT APPLY)

- Disability Services
- Employment Services
- Food Assistance
- Health Care
- Homeless Services
- Legal Services
- Mental Health Services
- Older Adult Services
- Rental Assistance
- Reproductive Health
- Sexual Health Services (including STD Testing & Prevention)
- Substance Use Services
- Youth and Family Services
- Other_____

15. What was the name of the social service agency that provided you services_____?

16. How did you become aware of the social service(s) you considered requesting from the City of West Hollywood?

(PLEASE SELECT ALL THAT APPLY)

- Flier or leaflet
- An outreach worker told me about it
- City of West Hollywood website
- City of West Hollywood’s social media (Facebook, Twitter, etc.)
- Friend or family member
- Radio
- Television
- Billboard
- Other_____
- Don’t remember

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Social Services Interest

17. Which of these services, available in West Hollywood, might you like to receive?

(PLEASE SELECT TOP 2)

- Disability Services
- Employment Services
- Food Assistance
- Health Care
- Homeless Services
- Legal Services
- Mental Health Services
- Rental Assistance
- Reproductive Health
- Older Adult Services
- Sexual Health Services (including STD Testing & Prevention)
- Substance Use Services
- Youth and Family Services
- Other _____
- None of the above → **SKIP TO Q.20**

18. If you were to apply for a social service in West Hollywood, how would prefer to apply?

- Online (Internet) → **SKIP TO Q.20**
- In-person
- On the phone
- By mail

19. Which of the following best describes why you prefer applying for services in-person, on the phone, or by mail?

(PLEASE SELECT THE MOST IMPORTANT REASON)

- I don't know how to use computers very well
- I prefer signing up with assistance from another person
- I don't trust things done on the internet
- I may have questions during the application process
- Other _____

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20. If West Hollywood could financially support 1 additional social service, what should it be _____?

21. On a scale from 1 to 4, where "1" is Not at All Likely and "4" is Very Likely, How LIKELY is it that any of the following would prevent you from **Applying** for services?

	Not at All Likely to Prevent			Very Likely to Prevent
TIME & COMFORT				
Waiting 1 week or more to get a response from the agency about application status	1	2	3	4
Waiting 2 weeks or more to receive service	1	2	3	4
Embarrassed to ask for help	1	2	3	4
STAFF COMPOSITION				
Lack of LGBTQI people on staff at Agency	1	2	3	4
Lack of People of Color on staff at Agency	1	2	3	4
Lack of Older Adults on staff at Agency	1	2	3	4
ACCESS TO RESOURCES				
Co-pay in any amount for services	1	2	3	4
High speed Internet needed to receive services	1	2	3	4
Transportation needed to receive services	1	2	3	4
DOCUMENTS & PROOF				
Photo ID needed to sign up	1	2	3	4
Proof of residency needed to sign up	1	2	3	4
Proof of income needed to sign up	1	2	3	4

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Gender

22. How do you describe your gender identity?

- Male
- Female
- Trans-Female
- Trans-Male
- Non-binary
- Another Gender Identity_____

Race/Ethnicity

23. Select the race/ethnic group(s) that best describe(s) you?

(SELECT ALL THAT APPLY)

- White
- Black
- Hispanic/Latinx
- Asian/Pacific Islander
- Native American
- Other_____

Age

24. What age group best describes you?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85 or older

Sexual ID

25. What best describes your sexual identity?

- Bisexual
- Gay
- Lesbian
- Queer
- Straight
- Sexually fluid
- Another Sexual Identity: _____

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[SKIP Q. 26 & Q.27 IF ANSWERED "EXPERIENCING HOMELESSNESS" IN Q.1]

26. What is your home zip code _____?

27. How many people currently reside in your household? _____

28. What is your estimated annual household income?

(combined income between all people working in a year)

- Less than \$25,000
- \$25,000 – \$34,999
- \$35,000 – \$49,999
- \$50,000 – \$74,999
- 75,000 – \$99,999
- \$100,000- \$149,999
- \$150,000 or more
- Decline to answer

29. How many years of education have you completed?

- Less than high school
- Some high school
- Graduated high school, received a GED, or equivalent
- Some college, no degree
- 2-year college degree (Associate's)
- 4-year college degree (Bachelor's)
- Masters, professional, or doctorate degree

30. Please provide your contact information so we can enroll you in the \$25 gift card sweepstake.

We will NOT share your information with anyone else.

- First Name:
- Last Name:
- Email Address:
- Phone Number:
- OR...*Not interested in sweepstake*

19. Thank you for your participation.

All people who live, work, attend school, spend a significant amount of time unhoused, or own property in West Hollywood qualify for social services. To learn more about social services in West Hollywood, please click the link.

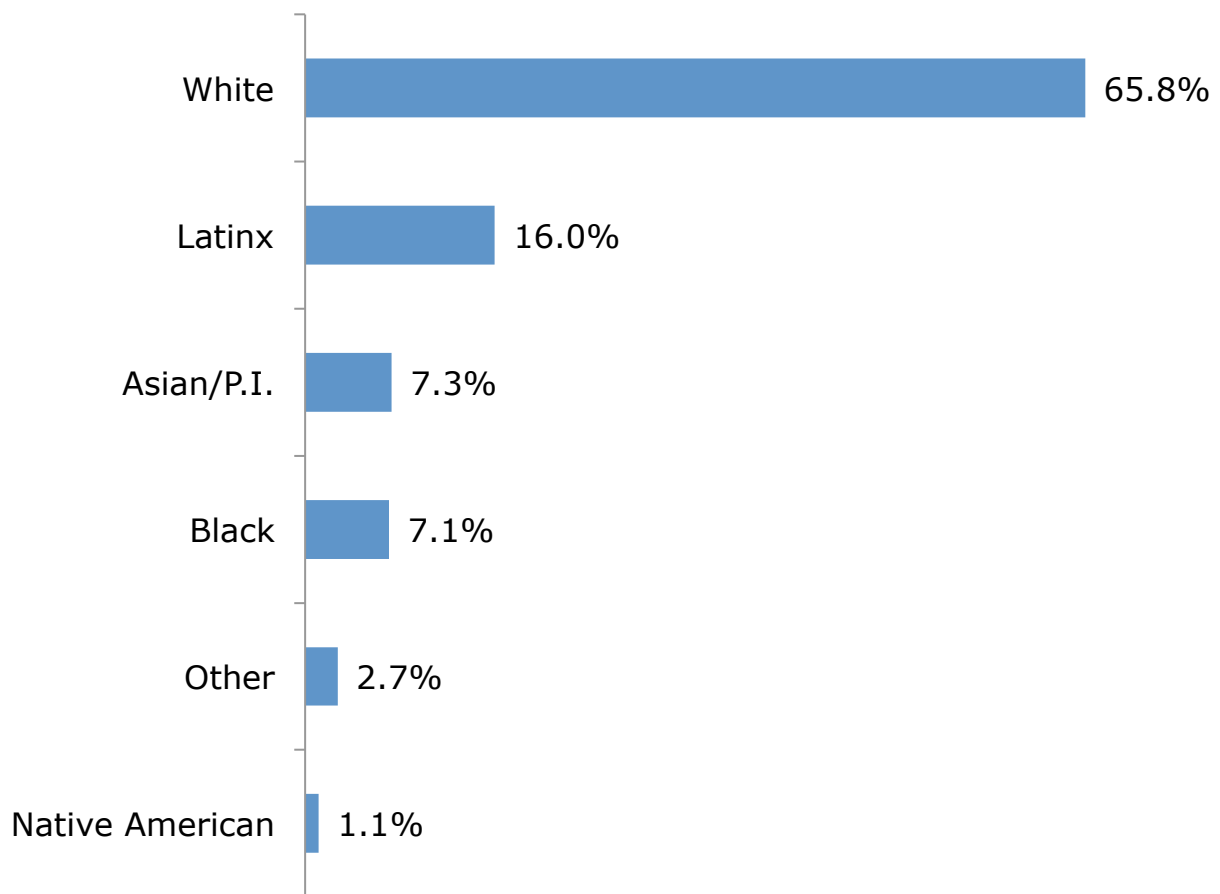
<https://www.weho.org/home/showpublisheddocument/49489/637527998257370000>

Demographic Profile of Survey Participants

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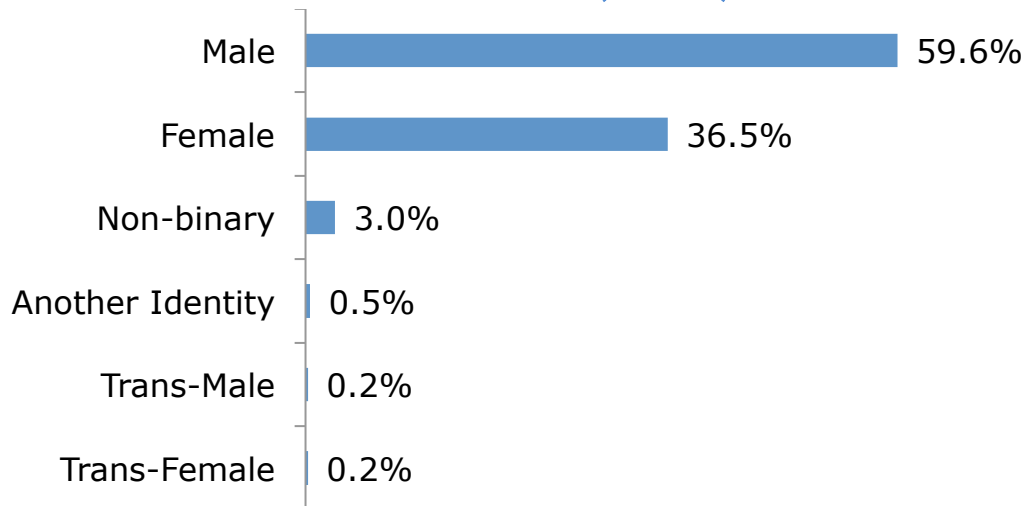
Five hundred and thirty (N=530) surveys were administered among West Hollywood community members. Four hundred and thirty-eight (N=438) provided information about race/ethnicity. This sample size is sufficient to conduct analysis at the 95% statistical confidence level. The racial composition of West Hollywood residents as of the 2020 US Census is as follows: White 79.9%, Latinx 10.3%, Asian/P.I. 5.9%, Black 3.6%, and Native American 0.3%. This guided the survey administration goals for sampling. As can be seen in Figure 16, the survey oversampled community members of color in order to have a sample size sufficient to conduct analysis between racial groups, as well in aggregate (i.e., people of color vs. White community members).

**Figure 16: Racial/Ethnic Composition of Participants
(N=438)**



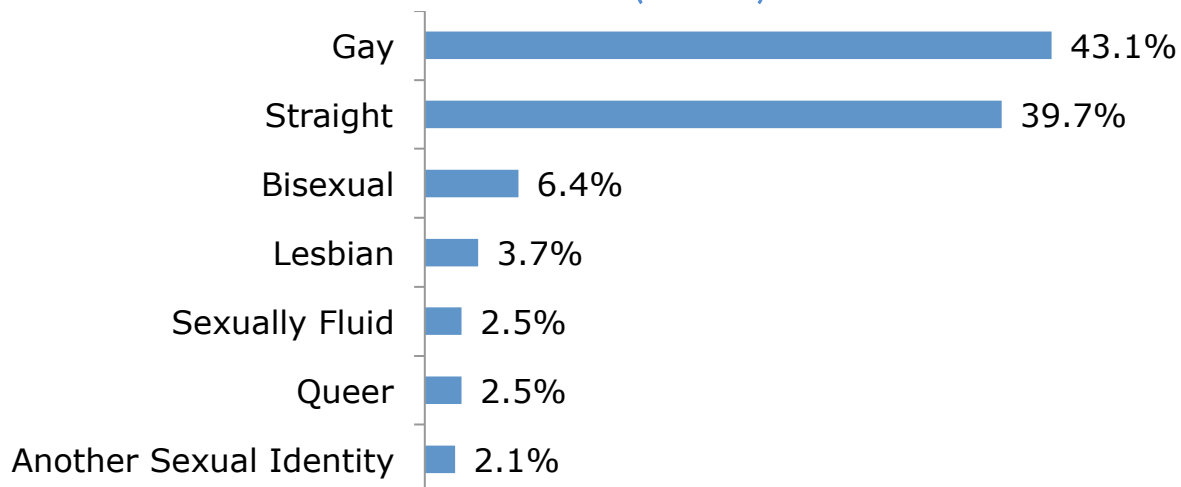
The **gender composition** of participants skews slightly more male than US Census data (59.6% vs. 55%). However, the research team is confident that this gender distribution is representative of West Hollywood community members as a whole. When taking into consideration people who work and spend time homeless, the proportion of community members who identify as male is likely above 60%.

Figure 17: Gender Composition of Survey Participants
(N=438)



The **sexual identities** of survey participants are consistent with previous surveys. LGBTQI community members are well represented in all classifications that make a person eligible for membership (e.g., live, work, own property, attend school, spend time unhoused in the City).

Figure 18: Sexual Identities of Survey Participants
(N=438)



The age of community members skews older than those living in the City. According to the 2020 US Census, 15.8% of residents are over 65 years of age. Twenty-seven percent (27%) of our sample is over 65 years old. Special care is taken to ensure that age does not skew the results of the analysis throughout the report.

Figure 19: Age of Survey Participants
(N=438)

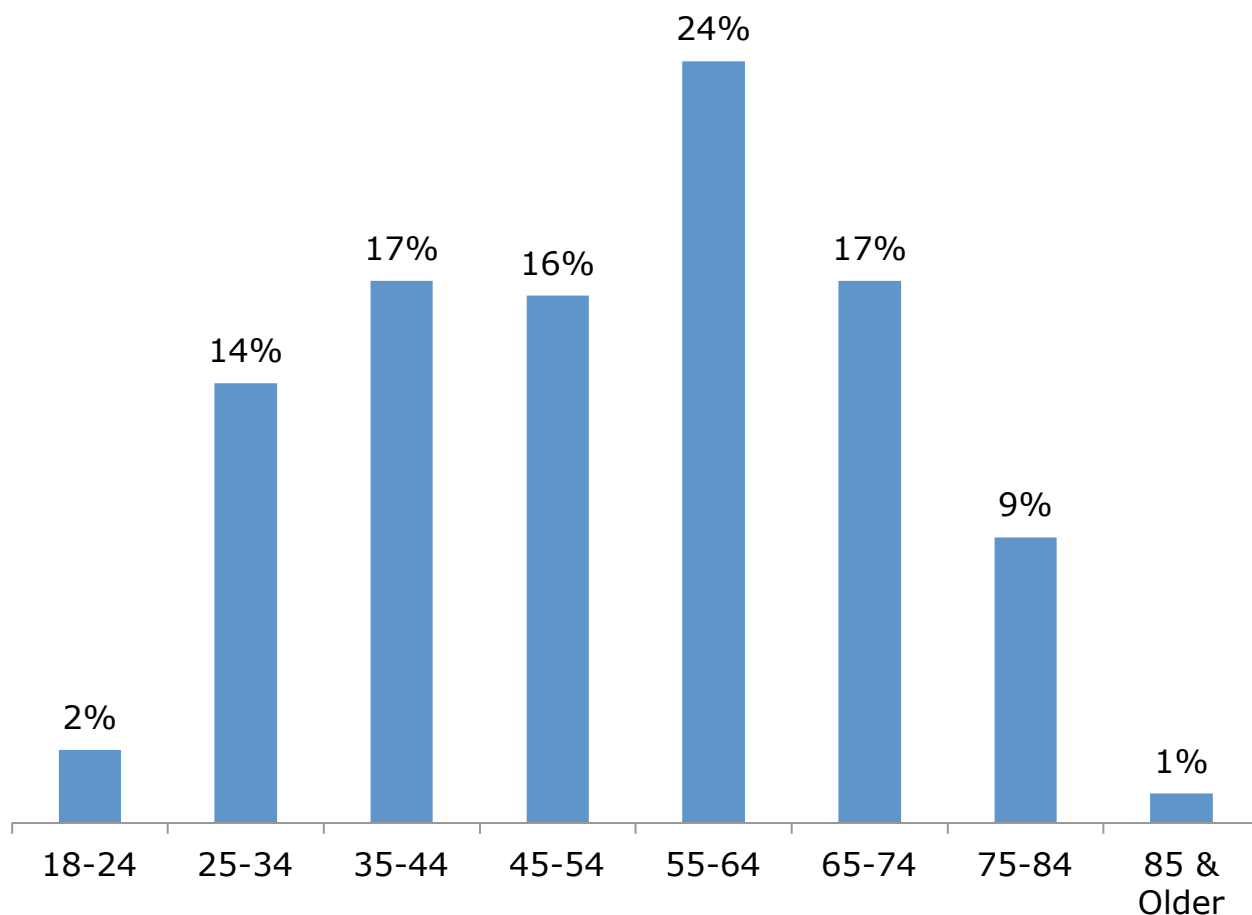


Table 1: Household Income of Participants

Household Income	Frequency	Percent
Less than \$25,000	107	25.1
\$25,000-\$34,999	46	10.8
\$35,000-\$49,999	40	9.4
\$50,000-\$74,999	55	12.9
\$75,000-\$99,999	31	7.3
\$100,000-\$149,999	38	8.9
\$150,000 or more	52	12.2
Decline to Answer	58	13.6
Total	427	100.0

Table 2: Household Income – Those Who Work/Not Live in WeHo vs. Live in WeHo

Household Income	All People Who Live in WeHo	People of Color Who Live in WeHo	All People Who Work/Not Live in WeHo	People of Color Who Work/Not Live in WeHo	Total
Less than \$25,000	83	19	17	17	100
	24.8%	28.8%	22.1%	28.8%	24.3%
\$25,000-\$34,999	27	4	18	17	45
	8.1%	6.1%	23.4%	28.8%	10.9%
\$35,000-\$49,999	31	7	9	7	40
	9.3%	10.6%	11.7%	11.9%	9.7%
\$50,000-\$74,999	40	5	13	10	53
	11.9%	7.6%	16.9%	16.9%	12.9%
\$75,000-\$99,999	25	4	6	5	31
	7.5%	6.1%	7.8%	8.5%	7.5%
\$100,000-\$149,999	35	8	3	1	38
	10.4%	12.1%	3.9%	1.7%	9.2%
\$150,000 or more	46	9	5	0	51
	13.7%	13.6%	6.5%	0%	12.4%
Decline to Answer	48	10	6	2	54
	14.3%	15.2%	7.8%	3.4%	13.1%
	335	66	77	59	412

Table 3: Education Level of Participants

Education	Frequency	Percent
Less than High School	8	1.9
Some High School	100	23.3
High School Graduate or Equivalent	31	7.2
Some College	5	1.2
2 Year College Degree	26	6.0
4 Year College Degree	151	35.1
Master, professional or doctorate degree	109	25.3
Total	430	100.0

Service Interests and Utilization by Race/Ethnicity

(Intentionally left blank)

Table 4: Utilization of Social Services and Interest in Social Services by Race

Social Services	Mental Health & Healthcare	Rental/ Financial	Food/ Nutrition	Older Adult/ Disability	Legal	Employ- ment	Sexual Health	Homeless	Substance Abuse	Youth & Family	Trans- gender	Total Use
White												
Use (N)	746	216	2092	2851	572	150	3319	387	92	26	21	10,472
Use (%)	63.3%	58.4%	85.9%	91.3%	81.5%	62.8%	54.2%	39.0%	28.8%	48.1%	15.6%	66.8%
Interest (%)	20.8%	21.2%	9.40%	38.5%	12.5%	8.7%	8.0%	2.40%	1.7%	1.7%		
Black/African American												
Use (N)	81	21	102	86	19	38	424	338	32	2	46	1,189
Use (%)	6.9%	5.7%	4.2%	2.8%	2.7%	15.9%	6.9%	34.1%	10.0%	3.7%	34.1%	7.6%
Interest (%)	35.5%	19.4%	6.50%	25.8%	9.7%	9.7%	3.2%	16.10%	0.0%	0.0%		
Latinx												
Use (N)	166	58	168	96	26	35	1060	136	51	21	38	1,855
Use (%)	14.1%	15.7%	6.9%	3.1%	3.7%	14.6%	17.3%	13.7%	16.0%	38.9%	28.1%	11.8%
Interest (%)	30.0%	35.7%	24.30%	12.9%	5.7%	17.1%	15.7%	11.40%	2.9%	1.4%		
Asian/P.I.												
Use (N)	70	2	50	31	2	9	273	15	7	5	6	470
Use (%)	5.9%	0.5%	2.1%	1.0%	0.3%	3.8%	4.5%	1.5%	2.2%	9.3%	4.4%	3.0%
Interest (%)	37.5%	25.0%	12.50%	12.5%	18.8%	12.5%	9.4%	3.10%	0.0%	3.1%		
Native American												
Use (N)	6	0	2	8	1	0	81	19	1	0	3	121
Use (%)	0.5%	0.0%	0.1%	0.3%	0.1%	0.0%	1.3%	1.9%	0.3%	0.0%	2.2%	0.8%
Interest (%)	20.0%	0.0%	20.00%	0.0%	0.0%	20.0%	0.0%	40.00%	20.0%	0.0%		
Other Identity												
Use (N)	110	73	21	50	82	7	971	97	136	0	21	1,568
Use (%)	9.3%	19.7%	0.9%	1.6%	11.7%	2.9%	15.8%	9.8%	42.6%	0%	15.6%	
Interest (%)	16.7%	25.0%	0.00%	33.3%	8.3%	8.3%	8.3%	0.00%	0.0%	8.3%		
Total	1179	370	2435	3122	702	239	6128	992	319	54	135	15,675

End Notes

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