Community Profile

LA CITY: Florence-Graham/77th St. Division
Gang Reduction and Youth Development Zone
Introduction
The Mayor’s Office of the City of Los Angeles established twelve gang reduction and youth development (GRYD) zones in 2007 to implement targeted strategies that address gang violence in communities with some of the highest levels of crime and gang activity in the city. Understanding the specific and unique characteristics of a community is the first step toward effectively creating long-term improvement for the people who live there. This profile uses a comprehensive approach that includes data, charts and narrative aimed at providing important and useful statistical information on the population, demographic, social and economic conditions of the LA City Florence-Graham/77th St. Division Gang Reduction and Youth Development (GRYD) Zone.

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OVERVIEW
Healthy City is presenting this community profile to the University of Southern California’s Center for Religion and Civic Culture (CRCC) as part of their Gang Violence Intervention Project. The profile provides a snapshot of the area as a basis to understanding the general make up of the community and the potential needs of its residents. Data presented includes existing community resources and population characteristics, as well as education, economic, housing, health, environment and safety statistics. CRCC will share this profile with its network of faith based organizations that are focused on implementing a gang intervention program in their areas of service.

This community profile presents extensive data and analysis, and encourages further exploration of the community’s rich history and experience. It is our hope that this profile provides context and understanding of the issues facing the Florence-Graham/77th St. Division GRYD zone community, and allows people to see how they can strategize to implement policy or programmatic changes that address the needs of the community.
The Florence-Graham/77th St. Division GRYD zone is located in South Los Angeles in the Los Angeles Police Department’s 77th Street Division. The area is bounded by Slauson Avenue to the North, Vermont and Budlong Avenues to the West, the Harbor 110 Freeway and Central Avenue to the East and Manchester Avenue to the South. The area lies within LA City Council Districts 8 and 9. The GRYD zone is encompassed by ZIP codes 90044, 90003, and 90001, and is represented by LA City Council members Bernard Parks and Jan Perry, State Assembly member Isadore Hall III, State Senator Curren D. Price Jr., and State Congresswoman Maxine Waters.

Population Characteristics

Population characteristics are important size and composition measures of the people of an area, and when analyzed together, they describe a community and inform community decision-making. Characteristics such as the total population, family size, and the number of children are used to determine adequate levels of services, such as schools, hospitals and child-care facilities in an area. Measures of race and ethnicity, family structure, and civic participation are useful in evaluating the cultural relevance and effectiveness of local services such as counseling, income security, and basic needs to serve the area population. Assessing the concentration of population characteristics in an area and comparing them to characteristics in other areas are vital to identifying an area’s unique and current needs, and planning for future conditions.
**General Population**
The Florence-Graham/77th St. Division GRYD zone had an estimated population of 47,759, with 35% of the population under 18 years old. Nearly 60% of the population was between 18 and 64 years old, with residents ages 35-44 years old representing the largest age group.

![Population by Age in the Florence-Graham/77th St. Division GRYD Zone, 2010](image)

Comparable to the City and County of Los Angeles, Latinos made-up the largest racial/ethnic group in the Florence/ Graham GRYD at 76% of the area's population. African-Americans represented the second largest racial/ethnic groups, reflecting 21% of the area’s population. Given the age and race/ethnicity breakdowns of the population, age, language and culture-appropriate programs and services are significant to the accessibility and success of those resources in serving the community.

**Race/Ethnicity in the Florence-Graham/77th St. Division GRYD Zone, 2010**

![Race/Ethnicity](image)

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**Families and Households**

More than half of all households in the area (52%) were made up of four or more persons. Households with 5 or persons represented 36% of the household population alone. The predominant proportion of residents (45%) had never married, with an almost equal proportion of residents (42%) being married. Of the families with children in the community, while 53% were headed by married couples, while 47% were headed by single parents.\(^2\) The size and family structure of households in the area implicate a potential need for support services for single-parent families and increased resources to meet the needs of the populations of dense communities.

![Household Size in the Florence-Graham/77th St. Division GRYD Zone, 2010](chart)

![Marital Status in the Florence-Graham/77th St. Division GRYD Zone, 2010](chart)

![Families with Children in the Florence-Graham/77th St. Division GRYD, 2010](chart)

Further data gathering directly from the community members is necessary to determine the specific types of resources or capacities needed. For example, a survey with community residents may reveal that additional resources are not needed, but the existing resources may need to have other language capacities to adequately serve the community.

**Civic Participation**

Civic participation represents people’s involvement in their community, their level of commitment to the issues affecting them and may even reflect neighborhood cohesion and trust among residents. There were 25,879 voters in the 2008 General Election in the Florence-Graham/77th St. Division GRYD zone. This is 11,513 (80%) more people than those who voted in the 2006 elections.\(^3\) This increase in participation must be analyzed with the issues and significance of each election to make significant conclusions around civic participation. However, at the least, an increase in voter participation reveals the potential to engage more residents and to gather community support and encourage continued involvement in planning and policy issues that directly affect community residents.

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\(^{3}\) Statewide Database at the University of California, Berkeley; the redistricting database for the state of California.
Education

Education characteristics are often indicators of workforce readiness, career development and the quality of educational institutions in the area. These characteristics suggest what resources might be needed in terms of educational programs and support services, as well as job training and employment services for area residents. These types of resources are particularly important in the Florence-Graham/77th St. Division GRYD zone to provide support for youth development with positive, alternative opportunities to youth faced with pressures of gang activity and community violence.

Local Schools

The following is a list of the major schools in the Florence-Graham/77th Street Division GRYD Zone (which most of the following data reflects):

- McKinley Avenue Elementary School
- Seventy-Fifth Street Elementary School
- Sixty-Eighth Street Elementary School
- Sixty-First Street Elementary School
- South Park Elementary School
- Cornerstone Prep Charter School
- John C. Fremont Senior High School
- John Hope Continuation School
- John C. Fremont Community Adult School

School Demographics

Latinos represented 80% of the student population in the Florence/Graham GRYD and African-Americans represent 20% of the student population.4

Race/ Ethnicity in Florence-Graham/77th St. Division GRYD Zone Schools, 2009

The average Academic Performance Index (API) scores for all schools in the area show that local schools performed at lower levels than the district and state in 2009. The API scores of African-American and Latino students revealed lower scores for African Americans overall and slightly higher scores for Latinos students in the Florence-Graham GRYD zone, when compared to all students in the Florence-Graham area. Yet, Latino students in Florence-Graham GRYD schools had lower API scores overall than students overall within the school district and the state. The lower performance level for African American and

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Latino students requires deeper study into the causes for performance differences including students’ learning environments, cultural learning styles, and socio-economic factors such as poverty status, community violence, educational attainment level of parents, and any other aspects that may affect a student’s education.

**Average Academic Performance Index (API) Scores, 2009**

At nearly 35%, the drop-out rate for the primary, local high school, John C. Fremont, was 8% higher than the drop-out rate within LAUSD and 15% higher than the state.\(^5\)

**Drop-out Rate (4-year adjusted) for Primary Local High Schools in the Florence-Graham/77th St. Division GRYD Zone, 2009**

Alternative education programs, job training and employment services may prove helpful in providing the necessary support to promote positive youth development. Additional support through programs and resources that promote alternative transitions into the economic environment can provide youth who do not go through traditional modes of education with key resources and opportunities to become positive contributors to their community.

\(^5\) California Department of Education, 2009. Four-year adjusted drop-out rate accounts for school transfers and re-enrollments.
Economic Environment

Economic characteristics represent the individual and collective financial resources of a community. These characteristics generally reflect a community’s production and distribution of wealth, income, and commodities. Key economic characteristics include poverty status, income, employment status, and characteristics related to local industry and commerce. Analysis of these characteristics assesses the conditions of the local economy, families, households, and individuals and helps to identify the community’s strengths and challenges in promoting and sustaining overall economic growth.

Income

The average median household income census block groups located in the Florence-Graham GRYD zone was $28,487, half as much as the average median household income for census block groups in the City of Los Angeles and over 2¼ times less than the average median household income for census block groups in LA County.6

![Average Median Household Income (per Block Groups, in each area), 2010](image)

The significant difference in average incomes for the GRYD zone compared to the City and County justifies a need for income support services and perhaps additional research on the local economy. This may include surveys, research and data gathering on the informal economy, which includes street vendors, food trucks, and similar types of businesses that might not get counted with the revenues of more traditional businesses in a fixed location.

Employment

Employment status represents another key economic characteristic of a community. In the Florence-Graham GRYD Zone, eighty-four (84%) percent of the civilian labor force were employed, while 16% were unemployed.7 When compared to the rates of employment and unemployment city and countywide, the employment rate in the Florence-Graham GRYD was slightly lower than the rates for the city and county.8 The rate of unemployment in the GRYD was higher (by 7-8%) than the unemployment rates of the city and county.

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In looking at the employment status of the general population of ages 16 or older, all three areas had a relatively significant proportion of the population who were not in the labor force. For the Florence-Graham GRYD Zone, fifty percent (50%) of the general population ages 16 or older were not in the labor force, almost comparable to 40% within the City of Los Angeles and 39% within Los Angeles County.\(^9\) According to the United States Census Bureau, “Not in Labor Force” includes “[a]ll people 16 years old and over who are not classified as members of the labor force [and] consists mainly of students, homemakers, retired workers, seasonal workers interviewed in an off season who were not looking for work, institutionalized people, and people doing only incidental unpaid family work (less than 15 hours during the reference week).”\(^10\) This statistic may call for further investigation into any underlying reasons that this proportion of the community was not in the labor force.

**Local Economy**

The top 3 industries by employment in the Florence-Graham GRYD were Manufacturing (25%), Retail Trade (10%), and Other Services (except Public Administration) (9%).\(^11\) The percent of employed civilians

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ages 16 and over in the Florence-Graham GRYD who worked in the Manufacturing industry was 12% higher than the percent of workers in throughout the City of Los Angeles and 10% higher than the percent of workers throughout the County. Relatedly, two out of three top occupation types in the Florence-Graham GRYD appeared to further support manufacturing as the area’s predominant industry of employment. The three top occupations were Production Occupations (23%), Office and Administrative Support Occupations (15%), and Transportation and Material Moving Occupations (10%).\textsuperscript{12} The percent of those employed in Production Occupations was more than twice the percent of those employed in these occupations throughout Los Angeles City (10%) and Los Angeles County (10%).\textsuperscript{13} The percent of Florence-Graham residents who worked in the Office and Administrative Support Occupations was equal to and slightly less than the City and County percents (respectively), while the percent of residents who worked in Transportation and Material Moving Occupations was twice the City and County percents.

\textsuperscript{12} Nielsen Claritas, Inc. US Census Estimates, 2009.
\textsuperscript{13} Nielsen Claritas, Inc. US Census Estimates, 2009.
Health Conditions

The condition of physical and social environments; the places where people live, work and play, have a direct and profound impact on health, determining everything from access to affordable health care, to the presence of healthy food opportunities and the quality of the air people breathe. As we explore the distribution of social and environmental factors elsewhere in this profile, we may begin to see how closely they follow the patterns of health and disease in our communities. Approaching health and its connection to the physical and social environment can provide powerful insight into the priority health needs in a community, and the type of policy and other changes needed to reverse health outcomes and inequities, and build a healthier communities.

Exploring health conditions in the Florence-Graham/77th St. Division GRYD zone may help determine their relationship to socio-economic factors and the physical environment. An average 59.19% of people were overweight or obese in the three ZIP codes that encompass the GRYD zone. With nearly 60% of the population overweight or obese in the GRYD zone and surrounding area, there is a clear need for particular programs to address the health concerns of the population. Further research into the causes of these health issues will reveal whether the needs are related to healthcare, physical activity, social support programs, accessibility of nutritional foods, the socio-economic environment, the physical environment, a combination of any of these factors, or some other cause.

Percent Overweight/Obese in the Florence-Graham/77th St. Division GRYD Zone

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Other health conditions affecting the population include heart disease and cancer, which were two of the leading cause of death in the area of and around the GRYD zone. While slightly lower than City of Los Angeles percentages, heart diseases and cancer accounted for 46% of deaths in the GRYD zone in 2008.\(^{15}\) With a prevalence of these types of health conditions there is the need to ensure adequate healthcare and services are available to the community.

Teen births accounted for nearly 16% of births in the GRYD zone in 2008, compared to approximately 10% of births in the City of Los Angeles.\(^{16}\) High rates of teen pregnancies may reflect a need for additional resources, including teen parenting programs, teen parent education programs, and prenatal services. A failure to provide appropriate programs and services to address the health issues of the community can affect not only the physical well-being of community members, but also the mental health and ability of the community to resist other socio-economic pressures including violence, poverty, and unemployment in the face of various health issues.

**Teen Births in the Florence-Graham/77\(^{th}\) St. Division GRYD Zone compared to the City of LA**

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\(^{15}\) California Department of Public Health, Deaths, 2008. Data by ZIP code.

\(^{16}\) California Department of Public Health, Births, 2008. Data by ZIP code.
Public Safety

Public safety characteristics describe the general security of a community. These characteristics can be connected to many other community aspects, such as psychological and physical well-being, desirability of the community, house value, and availability of resources. Public safety data include statistics of arrests, crime reported to the police, and the perception of safety among the residents of the neighborhood. In analyzing public safety data, both absolute values and rates provide a comprehensive measure of a community’s safety needs. It is also useful to see how those statistics compare to the larger area surrounding the community, the city and county as a whole.

In 2008, there were an estimated 1,459 property crimes and 750 violent crimes that occurred in the Florence-Graham GRYD Zone.\(^{17}\) In comparing the crime rate (per 1,000 people) in the area to the citywide crime rate, the total crime rate in the GRYD zone was nearly 60% higher than the rate for the City of Los Angeles. An estimated 88 crimes occurred per 1,000 people in the Florence-Graham GRYD Zone, while 56 crimes occurred per 1,000 throughout the city.\(^{18}\) The rate of violent crime also revealed significant differences between the rates for the GRYD Zone and the city. Violent crime per 1,000 people in the GRYD zone (15.7) was over two times the rate for the city (6.2).\(^{19}\)

![Crime per 1,000 People in the Florence-Graham GRYD Zone, 2008](image)

Analyzing the types of crimes that occur along with the culture and characteristics of a community, as presented through the additional data in this profile, helps to shape policing strategies and public safety policies that will address the unique needs of the community. A sense of the community members and their needs also supports gathering input directly from the community on how policing should happen and allows residents to take charge of the safety of their community.

\(^{17}\) Los Angeles Police Department, 2008.
\(^{18}\) Los Angeles Police Department, 2008.
\(^{19}\) Los Angeles Police Department, 2008.
Community Resources

Community resources describe the strength of local institutions to support vulnerable populations. The resource environment of a community presents the infrastructure of opportunities available to residents for basic human services such as housing, health care, education, employment, and recreation. While the presence of resources does not equal accessibility, a scan of the area informs the potential to leverage resources and may also reveal a need for better outreach and connection to residents.

There were a total of 66 nonprofit organizations within the GRYD zone with combined total nonprofit revenue of $92,763,383. Of those organizations, 70% were established before 1999. The average age and revenues of nonprofits are useful to understand an organization’s presence within a community, including the relationship it has with community members, as well as its reputation as an established and trustworthy organization for funders to invest in.

In addition to nonprofits registered with the IRS, there is a significant number of churches in the area, and a minimal number of basic needs services, individual and family life services, education services, health care services, and resources for specific target populations. The attached resource maps include human and social services from 2-1-1 LA County’s database as well as a database of churches and other faith-based organizations. The types of resources provided may include: Basic Needs (housing, food, financial support, etc.), Health Care, Education, Employment, Social Support, Recreation, Transportation, Faith-Based community organizations, Re-entry Services, Nonprofits in the area, Gang Intervention workers, and Youth Centers.

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20 Internal Revenue Service, IRS Form 990, 2006.
Summary

The data and statistics presented paint a story of the Florence-Graham/77th St. Division GRYD zone in terms of physical health, safety, economic stability, educational attainment, the built environment and overall well being. In addition, the overall characteristics of a community are often shaped by the presence and lack of resources. Further participatory research in the community will allow residents to contextualize the information and their needs based on community knowledge.

The data reveals noticeable disparities in terms of household income and academic performance among school students in comparison to the City and County of Los Angeles. With the average household income at nearly 2¼ times less than that of LA County, and high school drop-out rates 1/3 higher than the rest of the district and 80% higher than the state, the Florence-Graham/77th St. Division GRYD zone is in need of economic and education resources. The community is highly dense with four or more person households representing over half of all family households in the area. Teen births are 6% higher in the GRYD zone than in the City of LA and heart diseases and cancer are the leading causes of death. Finally, the presence of a majority Latino population may support the need for more language and culture-specific services within the community. All of the characteristics reveal a need for specific types of resources that support the community members and promote positive socio-economic and physical environments. Once the environments are suitable to support all of the community’s needs, the implementation of programs, resources, and policy changes will allow for the improvement of the overall community to address and counter issues of violence and promote youth development.

The data presents an important start to exploring the existing conditions and beginning to identify potential needs of the community. However, more in-depth data gathering that involves the engagement of community residents to express their needs will further inform an action plan to implement policy and programmatic changes.
Assets/ Resources and Services near the Baldwin Village, Florence/ Graham, and Newton GRYD Zones, 2010

Legend
- CCVIP/Violence Intervention Agencies
- Basic Needs Services
- Target Population (exam. parolees) Resources
- Education Resources
- Environmental Quality Resources
- Organizational, Community, and International Services
- Income Support and Employment Services
- Individual and Family Life Resources
- Health Care Resources
- Criminal Justice and Legal Services
- Mental Health Care and Counseling Services
- Local Churches
- Baldwin Village GRYD
- Florence/ Graham GRYD
- Newton GRYD
- Park or Golf Course
- Cemetery
- College or University