



North Los Angeles Regional Snapshot

Region 7 North



Los Angeles County North, or Region 7 North, includes Antelope Valley, San Fernando Valley, and San Gabriel Valley. The largest city centers in each area are: Lancaster and Palmdale in Antelope Valley; Glendale, San Fernando, Pacoima, Northridge, and Van Nuys in San Fernando Valley; and Pasadena, El Monte, Pomona, and San Gabriel in San Gabriel Valley.

Antelope Valley has a majority Latino population of 53%. In the San Fernando Valley, the population is 50% White and 40% Latino. San Gabriel Valley is 47% Latino and also home to the largest Asian community in Los Angeles County, with Asians making up 31% of the population overall. Several cities in the San Gabriel Valley have Asian populations exceeding 50%.

Other than Spanish and English, languages spoken in this region include Korean in North San Fernando Valley and Santa Clarita Valley; Chinese (Mandarin, Cantonese) in San Gabriel Valley; and Russian, Polish, and other Slavic languages in Antelope Valley and San Fernando Valley. The culturally rich and linguistically diverse communities create an ecosystem of ethnic markets and restaurants, and a choice of activities from ballet to Mexican folklorico to martial arts.



OCPSC consults with community-based organizations for Regional "Community Connections"

This area is often at the top of the LA County Public Health's excessive heat warnings, exposing vulnerable communities such as the unhoused and day laborers to life-threatening weather. In 2024, Antelope Valley residents experienced record-breaking heat waves for consecutive days above 110 degrees. Extreme heat can cause power outages and may exacerbate drought and wildfire conditions.

The Office of Community Partnerships and Strategic Communications (OCPSC), housed within the Governor's Office of Service and Community Engagement (GO-Serve), was established in July 2022 to tackle California's pressing statewide issues through effective public awareness and community engagement. Regional Snapshots can be used as a starting point for state agencies to understand demographic data and effective outreach approaches for community engagement. The Snapshots are a result of facilitated conversations with OCPSC's Trusted Messenger Network.



Region 7 Snapshot

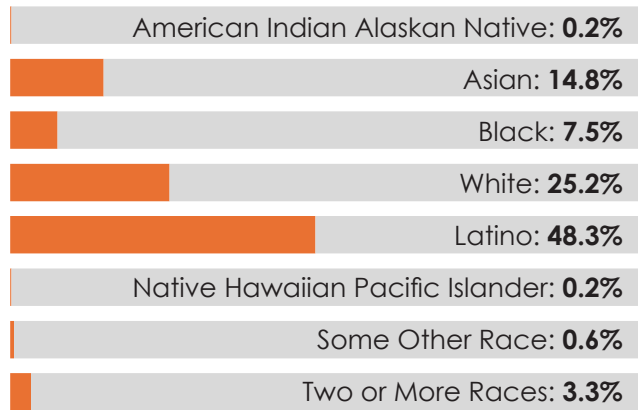
Total Population: 9,848,406



25.0%
of State Population



Population by Race/Ethnicity

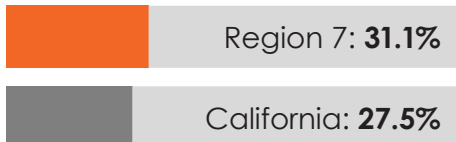


23.0%
of Population
with Limited
English
Proficiency
California: 17.2%

Top Languages Spoken other than English:

- Spanish
- Chinese
- Korean

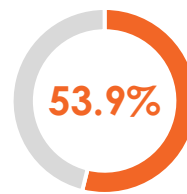
Population **Below** 200% Federal Poverty



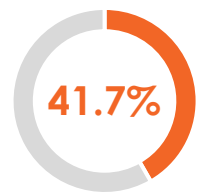
Counties: Los Angeles

Largest Populated Cities:

Los Angeles, Long Beach, Santa Clarita



**Renter
Population
Percentage**
California: 44.2%



**Housing Units in
Hardest to Count
Census Tracts**
California: 27.3%

8.7%
Uninsured **Adults**



California: 6.9%

8.2%
without **Broadband**



California: 7.4%

DATA NOTES: The demographic information above is for Los Angeles County, not for the smaller geographic areas of Region 7N and 7S. The data above was obtained from the 2019 -2023 American Community Survey 5-Year Estimates. The Hard-to-Count totals were created by the Demographic Research Unit, a department of the California Department of Finance, and is from the 2025 vintage.

Community Insights

Leverage data and lived experience to be responsive to communities

Data-informed outreach strategies, using data visualization and historical outreach data, can prioritize communities most in need. By integrating qualitative insights from community members, community-based organizations identify gaps in resources or services that may not be apparent in the data alone. This combined approach allows them to enhance culturally relevant and targeted tactics resonating with their communities' specific challenges and preferences.

Collective impact through collaborative action

Community-based organizations fill service provider gaps to support underserved populations. Each organization focuses on a specific population, for example, foster children, school-aged youth, older adults, immigrants, or newcomer populations. Together, they organize resource fairs, make connections through schools and elected officials, and use social media to spread awareness. The collaborations between disparately serving populations collectively strengthen the impact these organizations have in the community.

"We encourage individuals and families to participate actively in workshops, as their involvement is vital for spreading awareness within the community through word of mouth. It creates a network of informed advocates who can drive change and support each other."

Adebola Olotu,
Meet Each Need with Dignity



On SALVA's radio station, State of California staff share information on extreme heat and how to take meaningful action for the environment.

Rapid response provides immediate support

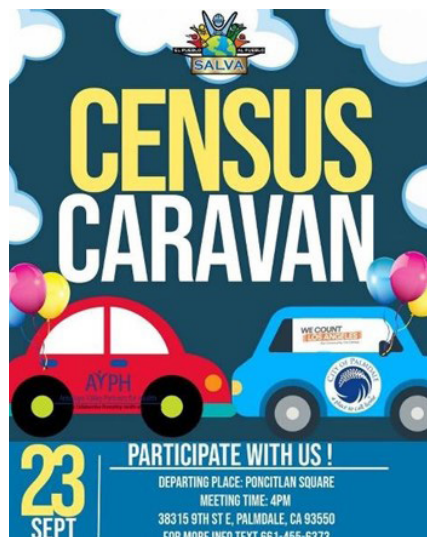
Natural disasters, such as wildfires and weather-related emergencies, require organizations to provide an immediate and coordinated response. The YMCA of Metropolitan Los Angeles and the Pasadena-Sierra Madre YMCA mobilized quickly to support families and individuals affected by the LA wildfires. They attribute their ability to respond to their deep roots in the community. As LA enters the recovery phase, community-based organizations play a key role in leveraging their trust to reach the most vulnerable populations to navigate services and resources, as well as distribute food and conduct wellness checks.



Region 7N North Los Angeles

Using Data to Reach Communities

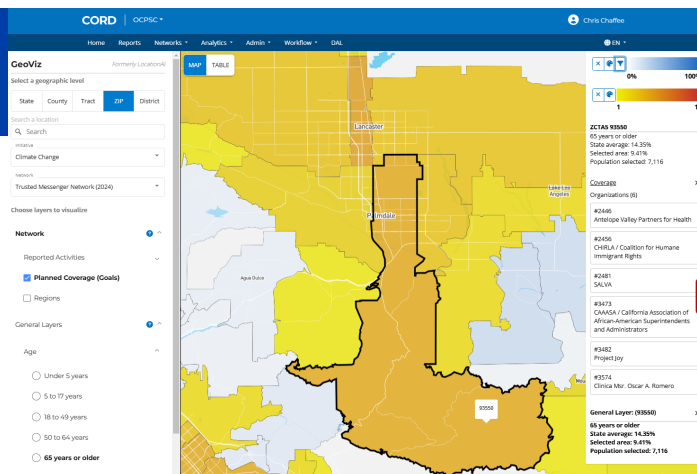
Community-based organizations in Northern Los Angeles County provide much-needed services to the community's most vulnerable populations in Antelope Valley. The Antelope Valley has a population of 413,966 people, which is 52.6 percent Latino. Spanish and Tagalog are the most common languages spoken at home other than English.



Census Caravan with SALVA and Antelope Valley Partners for Health in September 2023. During the pandemic, CBOs created innovative tactics for outreach.

Census data supports the State's partners in reaching the most historically underserved communities. The State leverages data and technology to inform strategy, guide resource allocations, and prioritize those experiencing the greatest health and social inequities. This strategy builds on the success of the California Census 2020 and Vaccinate ALL 58 campaigns.

SALVA and the **Antelope Valley Partners for Health** are two examples of current State partners who have worked on the California Census 2020 and Vaccinate ALL 58 campaigns. **SALVA** uses ethnic media as a way to reach community.



Map of the geographic area

"We are trusted messengers or, as people call us, los muchachos de SALVA (the SALVA boys). Our Radio Jornalera SALVA broadcasts in Spanish to our communities."

Partners are encouraged to collaborate to ensure coverage of specific populations according to their expertise, target population, or geographic area. Using customized data platforms, the State shares population data with community-based partners to ensure outreach and communication resources are directed where they are needed most.

"For the Census 2020 campaign, we used SWORD [online data tool] to navigate census tracts and venture into neighborhoods we didn't know even existed. When the pandemic hit, we organized car caravans to inform communities about the census. We used similar tactics to educate people about COVID vaccinations. Now with CORD, we've strengthened our data analysis and added safety precautions to target neighborhoods. We're partnering with California Association of African American Superintendents and Administrators to expand our outreach to schools, ensuring children and their parents are informed of important campaign issues."

Maximo Aquino
Antelope Valley Partners for Health