



South Los Angeles Regional Snapshot

Region 7 South



Los Angeles (LA) County is home to nearly 10 million people, or a quarter of California's population. During the 2020 Census, LA County was considered the hardest-to-count county in the state. Thus, OCPSC divided the regions into LA North and LA South. LA South includes Central LA, Gateway Cities, Long Beach, South Bay and Westside Cities.

Low-income residents who live in the urban core of LA County cope with overcrowded and multi-family housing units. The county has one of the highest rates of overcrowded housing (defined by more than one person per room) because of housing affordability and low housing stock. While LA County's overcrowding rate is 11%, some neighborhoods have up to 42.6% overcrowding, as is the case for Pico Union. When a crisis strikes, an individual can become homeless, especially if they do not have a support system or housing options.

A third of LA's population is foreign-born, and 55% speak a language other than English at home. The top languages include: Spanish, Chinese, Korean, Armenian, Mandarin, Tagalog, Vietnamese, Cantonese, Farsi, Russian, Japanese, Arabic, Thai, Khmer, and Filipino.

Language and communication access are crucial for those whose primary language is not English, so they can access information



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

and services in their preferred language. Latin American indigenous languages, some Asian languages, and other languages spoken by newcomer populations may not be identified in census data. Persons with disabilities and older adults may require additional layers of communication support.

LA, despite its challenges, continues to offer job and entrepreneurial opportunities in entertainment, finance, aerospace, healthcare, and technology.

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

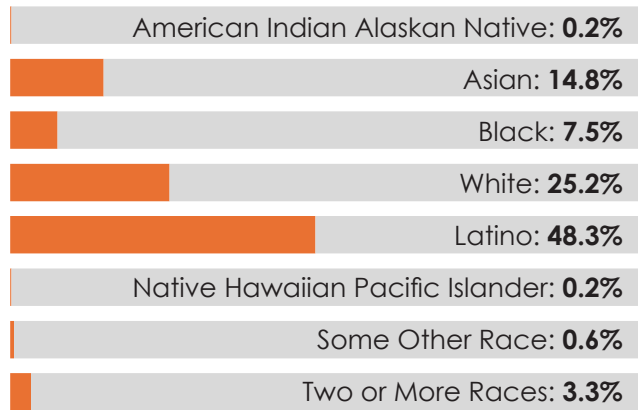
Total Population: 9,848,406



25.0%
of State Population



Population by Race/Ethnicity



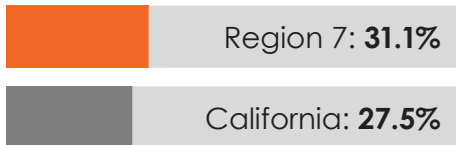
23.0%
of Population
with Limited
English
Proficiency

California: 17.2%

Top Languages Spoken other than English:

- Spanish
- Chinese
- Korean

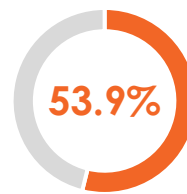
Population **Below** 200% Federal Poverty



Counties: Los Angeles

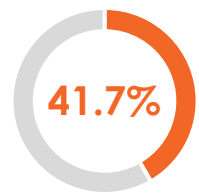
Largest Populated Cities:

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

Equip outreach workers to engage the community

Community members may hesitate to engage with outreach workers who must quickly communicate critical, often complex, information. Community-based organizations equip outreach workers with the necessary skills, knowledge, and safety protocols to canvass effectively across diverse environments.

Use plain language for accessibility

Using plain language makes communication more effective by ensuring it is accessible, clear, and actionable for broad audiences. This best practice is especially helpful for non-native English speakers, older adults, and persons with disabilities. Community-based organizations have used in-language video clips for those who speak another language, including sign language.

"Providing credible and reliable information from reputable sources in plain language maintains trust in the community. We translate complex public health guidelines into several indigenous languages, many of which have no written form, and into plain language, stripping out the medical jargon."

Luis Lopez Resendiz,
Comunidades Indigenas
en Liderazgo



Outreach to the unhoused community

Community-based organizations provide wrap-around case management services to help unhoused individuals stabilize their housing situation and meet their basic needs. Street outreach to encampments provides critical life-saving information.

"We use a promotora model to conduct outreach and education efforts. Our promotores de salud are community members who understand first-hand the challenges communities are experiencing. As trusted messengers, they engage and listen to the community, and we can tailor messaging to best reach populations."

Jessica Quintana,
Centro CHA



Centro Cha's meeting prior to neighborhood canvassing.

"Inequity continues to affect our most vulnerable communities, with homelessness increasing in Los Angeles. Initiatives like our partnership with the Trusted Messenger Network are dedicated to closing this gap. We offer basic services to ensure our community members' fundamental human rights."

Sophia Cortez,
Los Angeles Mission

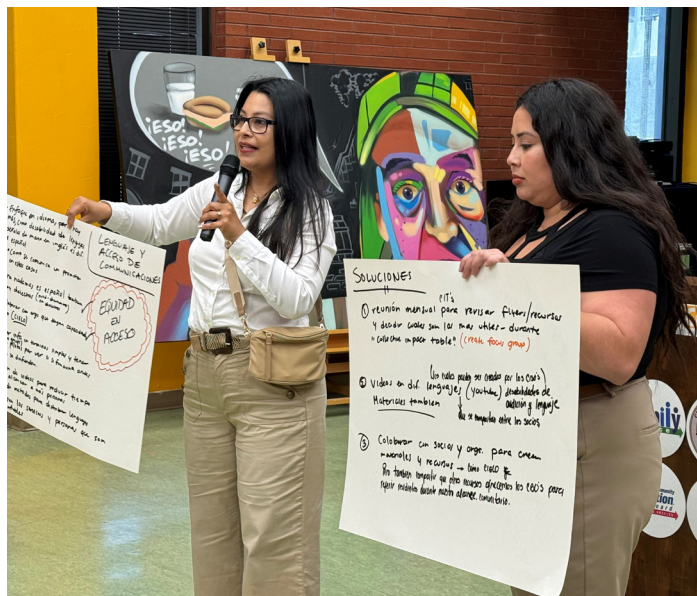




Scaling Good Practice Outreach Approaches

Los Angeles County, home to approximately a quarter of California's population, is largely a dense urban area with a diverse population comprising the county's vibrant social and economic fabric. In the region, over 2 million people are considered limited English proficient, of which 1.5 million are Spanish speakers.

Central City Neighborhood Partners (CCNP) has been a key State partner since the 2020 Census when they created an effective and adaptive model for outreach in neighborhoods such as Westlake, Pico Union, and Koreatown. These neighborhoods have dense rental housing with limited English proficient speakers. The challenging political climate and the COVID-19 pandemic exasperated the spread of misinformation and fear. The pandemic made the digital divide even more pronounced by creating access barriers to vital information and education.



Workshop report out on good practices

"Our promotora model starts with asking them about what they are hearing from the community. We craft messages to resonate with communities by combining community knowledge with State messaging, which are then delivered by promotoras. They are trusted messengers because they speak the language, know the culture, and are from the community."

Diana Alfaro, Associate Executive Director
Collaborative Solutions

Since 2000, CCNP has been a cornerstone in the community, collaborating with the City and County of Los Angeles and community-based organizations to connect resources to help families improve their health and economic outcomes. CCNP's 25,000-square-foot facility is home to a family resource center, a food services program serving 800 people weekly, wellness workshops for women, one-on-one financial and career coaching, academic support and space for youth to gather, and other vital resources and services.

Twenty-nine representatives from 16 CBOs attended a "Collaborative Solutions Workshop." The following key takeaways for effective outreach emerged:

1. Collect and analyze data with community input as the first step in identifying disparities for equitable solutions.
2. Plan for a variety of interactions with cultural sensitivity to expand language and communication access.
3. Train outreach workers for difficult interactions to foster safer and more effective canvassing.
4. Provide credible and reliable information from reputable sources, such as ethnic media, in plain language to maintain trust in the community and combat misinformation.