# PANEL 3

# Evolving Diversity in Southern California Neighborhoods

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# Evolving Diversity in Southern California Neighborhoods

**Sandhya Kambhampati – MODERATOR**

*Data and Graphics Reporter, Los Angeles Times*

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# EVOLVING DIVERSITY IN SOUTHERN CALIFORNIA NEIGHBORHOODS

**Sandhya Kambhampati – MODERATOR**

*Data and Graphics Reporter, Los Angeles Times*

Los Angeles Times

CALIFORNIA

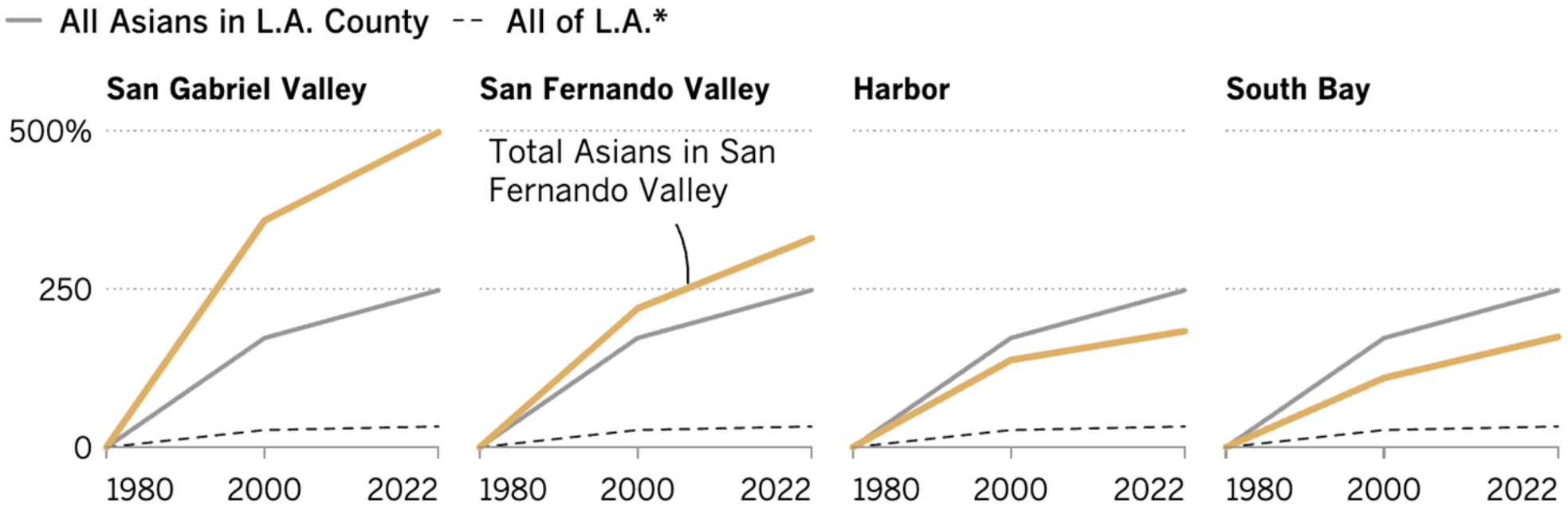
# How Los Angeles County became home to the biggest AAPI communities in the country

Los Angeles County is home to more Asian Americans than any other county in the United States. California is home to roughly 6 million Asians and Pacific Islanders, the most in the country, with the seven Southern California counties accounting for half of the state's AAPI population. And Asian Americans are the fastest growing population in the nation. To understand the Asian and Pacific Islander diaspora in Southern California, the Los Angeles Times analyzed 40 years of data from the Census Bureau.

For decades, census forms treated Asians as a monolith and did not include categories for each race group. Coming from dozens of communities, most of them associated with the largest continent in the world, nearly a million Asians and Pacific Islanders in Los Angeles County in 1980 were recorded only as “Other.” More than a quarter of the Native Hawaiian and Pacific Islander population in Los Angeles still report belonging to a group not listed on the latest census forms. The allocation of federal resources and funding depends on a complete enumeration of AAPI communities. There are more than 25 Asian countries and five countries in the Pacific Islander community acknowledged by federal statistics.

# Asians in L.A. County have outpaced overall population growth

## Change in Asian population from 1980 to 2022

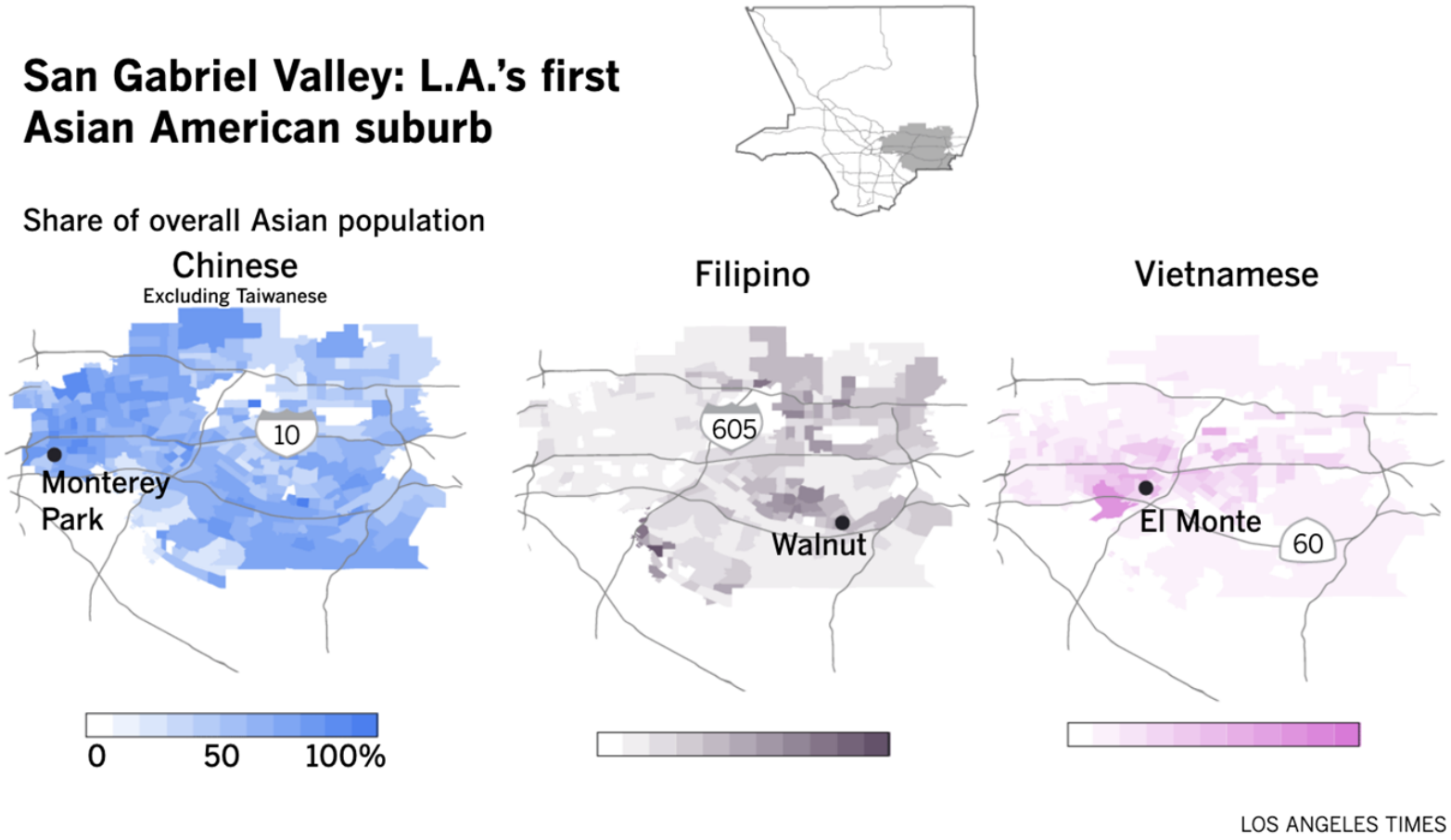



*Total population growth including all races in the county

Times analysis of U.S. Census data. See methodology for details.

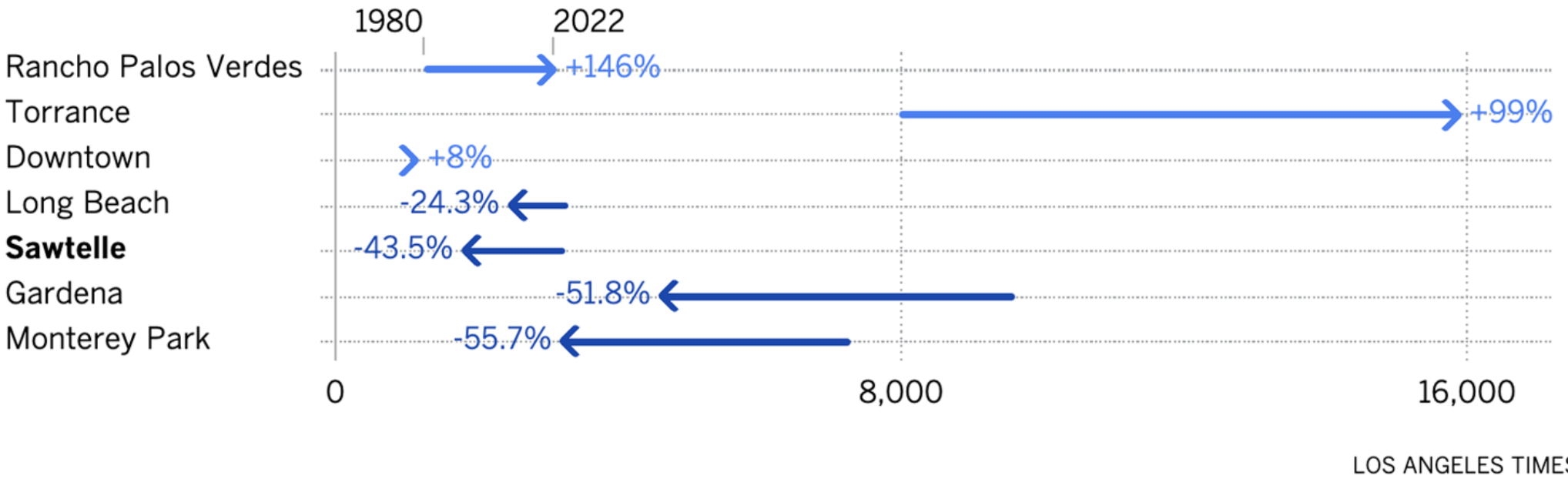
LOS ANGELES TIMES

Of the 10 Los Angeles County neighborhoods with the highest Asian populations in 1980, two were in the San Gabriel Valley (Alhambra and Monterey Park). By 2022, the number of San Gabriel Valley places in the top-ranking Asian neighborhoods had tripled.



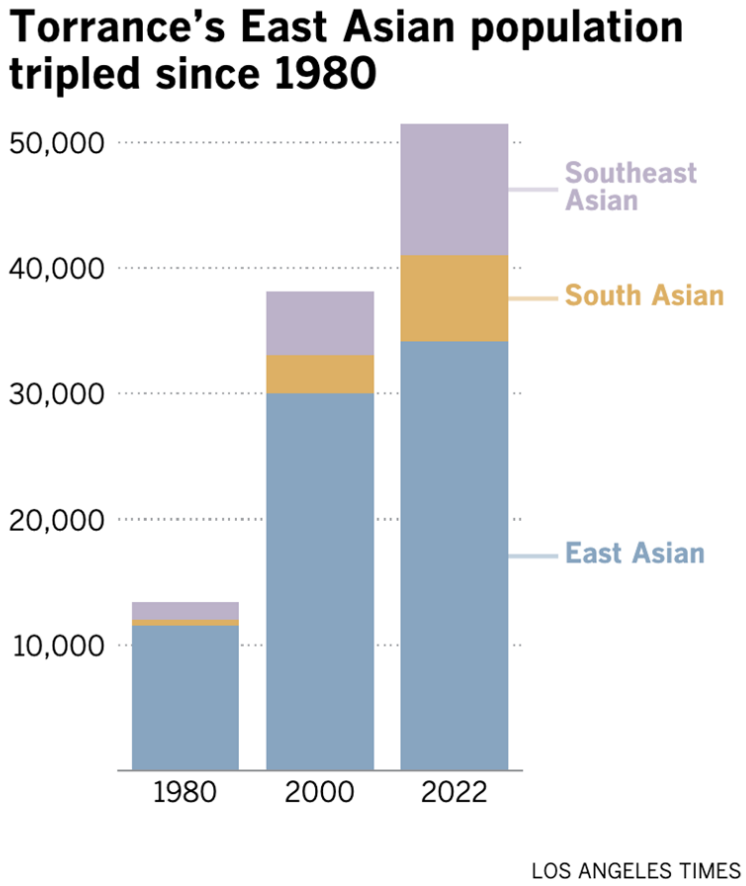
# Sawtelle was once a hub of the Japanese community

## Japanese population from 1980 to 2022




LOS ANGELES TIMES

The highest number of South Asian people live in the South Bay, in Torrance. It's also home to the most East Asian people in the county.




In the South Bay, Asian communities are concentrated in Torrance, Gardena, Rancho Palos Verdes and Redondo Beach. Torrance alone is home to more than 15,000 Japanese and 11,000 Koreans. More than 13,000 Indian people live in the area, mostly in Torrance and Redondo Beach. Indians make up the majority of the South Asian population in Los Angeles overall, followed by Pakistani, Bangladeshi and Sri Lankan people.

The San Fernando Valley is home to a quarter of the South Asian population with about 125 people per square mile. Beyond Los Angeles County, San Diego is home to more than 34,000 Indians and Irvine is home to more than 22,000.

# Qs?

sandhya@latimes.com

2024 SOUTHERN CALIFORNIA DEMOGRAPHIC WORKSHOP

# NAVIGATING THE NEW GROWTH REALITY

scag.ca.gov/demographics

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# Neighborhood Change in Los Angeles Communities of Color, 2010 to 2020 census

**David Flores Moctezuma**

*Ph.D. Candidate, USC Population Dynamics Research Group*

*Drawing on analysis by Dr. Hyojung Lee, Seoul National University, in a four-part study for the Center for California Real Estate,* ***Who Gets to Call California Home?*** Authors Dowell Myers, PI, Hyojung Lee, Seongmoon Cho, and David Flores Moctezuma

# Research Questions

1. How have slowly growing communities of color in the Los Angeles area shifted their neighborhood concentrations between the censuses of 2010 and 2020?
2. What other groups have been the most frequent replacements when existing communities decrease their concentrations in a neighborhood?

# Demographic Shifts in the Los Angeles MSA

# Los Angeles Metropolitan Statistical Area

- The largest metro area in California affords the best venue for witnessing how neighborhood demographics change over time
- The Los Angeles MSA is slowly growing, a total population gain of 2.9% over the decade, none of its ethnoracial groups are changing rapidly
- Local changes we identify result, not from large increases of any particular groups in the region but from a re-sorting of the existing number of residents as they adjust their housing needs
- All of the groups occupy significant positions in the urban area, often overlapping with one another in particular neighborhoods

# Demographic Shifts in the Los Angeles Area

| Los Angeles Metro | 2000 | 2010 | 2020 | 2010-2020 |
|---|---|---|---|---|
| White Non-Hispanic | 4,418 | 4,057 | 3,762 | -295 |
| African American | 944 | 859 | 810 | -49 |
| Asian and Pacific Islanders | 1,540 | 1,889 | 2,202 | 313 |
| Hispanic or Latino | 5,118 | 5,701 | 5,892 | 191 |
| Other | 345 | 323 | 536 | 213 |

Population (in 1000's)

| Los Angeles Metro | 2000 | 2010 | 2020 | 2010-2020 |
|---|---|---|---|---|
| White Non-Hispanic | 35.7% | 31.6% | 28.5% | -3.1 |
| African American | 7.6% | 6.7% | 6.1% | -0.6 |
| Asian and Pacific Islanders | 12.5% | 14.7% | 16.7% | 2.0 |
| Hispanic or Latino | 41.4% | 44.4% | 44.6% | 0.2 |
| Other | 2.8% | 2.5% | 4.1% | 1.6 |

Population Share (%)



USC PopDynamics

USC Price

# Demographic Shifts within <15 miles of the City Center

| < 15-Mile from City Hall | 2000 | 2010 | 2020 | 2010-2020 |
|---|---|---|---|---|
| White Non-Hispanic | 1,459 | 1,403 | 1,402 | 0 |
| African American | 692 | 599 | 538 | -60 |
| Asian and Pacific Islanders | 673 | 778 | 837 | 59 |
| Hispanic or Latino | 2,868 | 3,007 | 2,989 | -18 |
| Other | 159 | 132 | 221 | 89 |

Population (in 1000's)

| City Hall | | | | 2010-2020 |
|---|---|---|---|---|
| White Non-Hispanic | 24.9% | 23.7% | 23.4% | -0.3 |
| African American | 11.8% | 10.1% | 9.0% | -1.1 |
| Asian and Pacific Islanders | 11.5% | 13.1% | 14.0% | 0.8 |
| Hispanic or Latino | 49.0% | 50.8% | 49.9% | -0.9 |
| Other | 2.7% | 2.2% | 3.7% | 1.5 |

Population Share (%)

USC PopDynamics

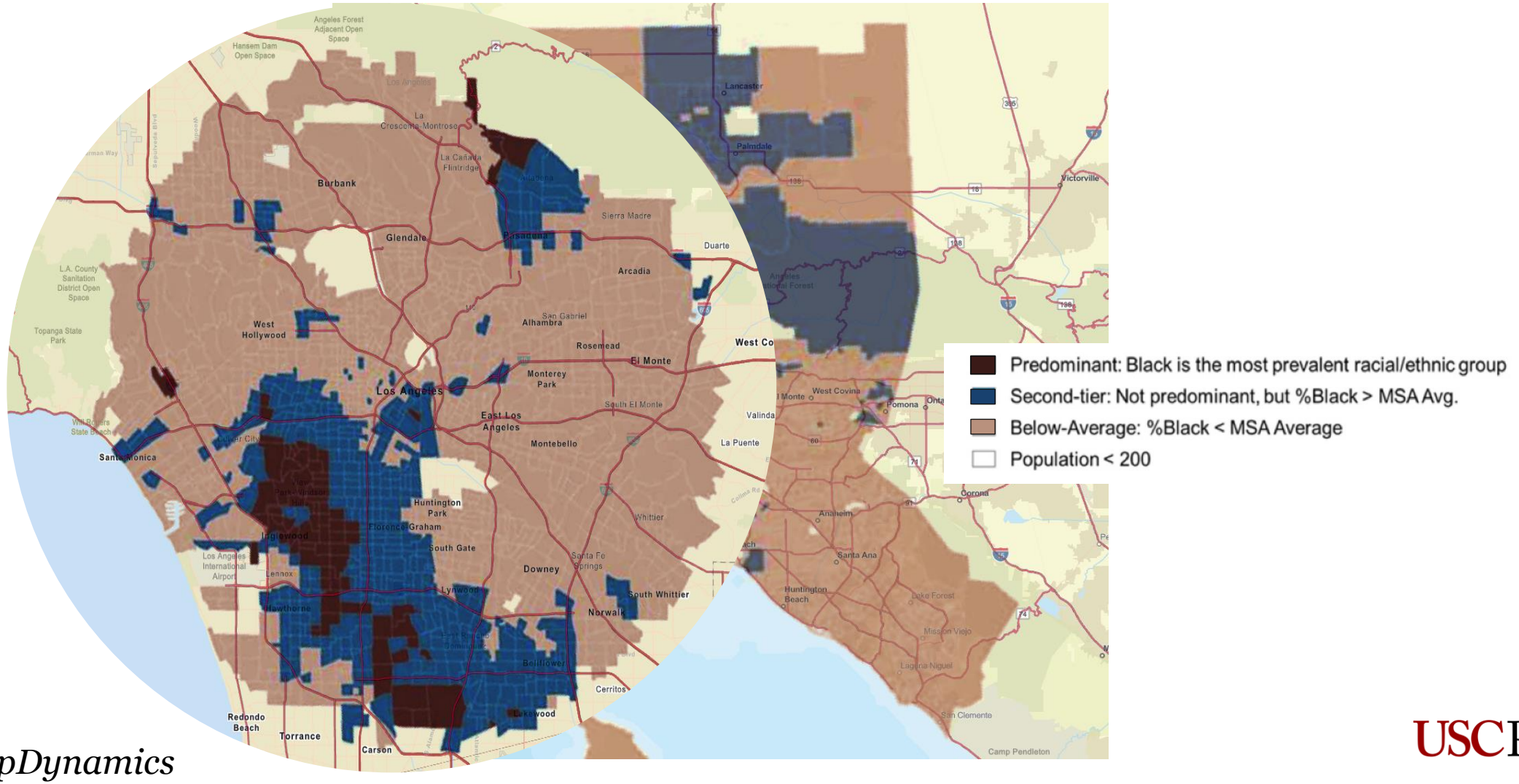
USC Price

# Racial/Ethnic Concentration in Clusters of Census Tracts

1. Predominant Neighborhoods = Where a group has a plurality or majority
2. Second-tier Neighborhoods = Above average prevalence
3. Below-average Neighborhoods = Low prevalence

# Neighborhood Change in African American Communities

# African American Communities in the Los Angeles Area in 2010

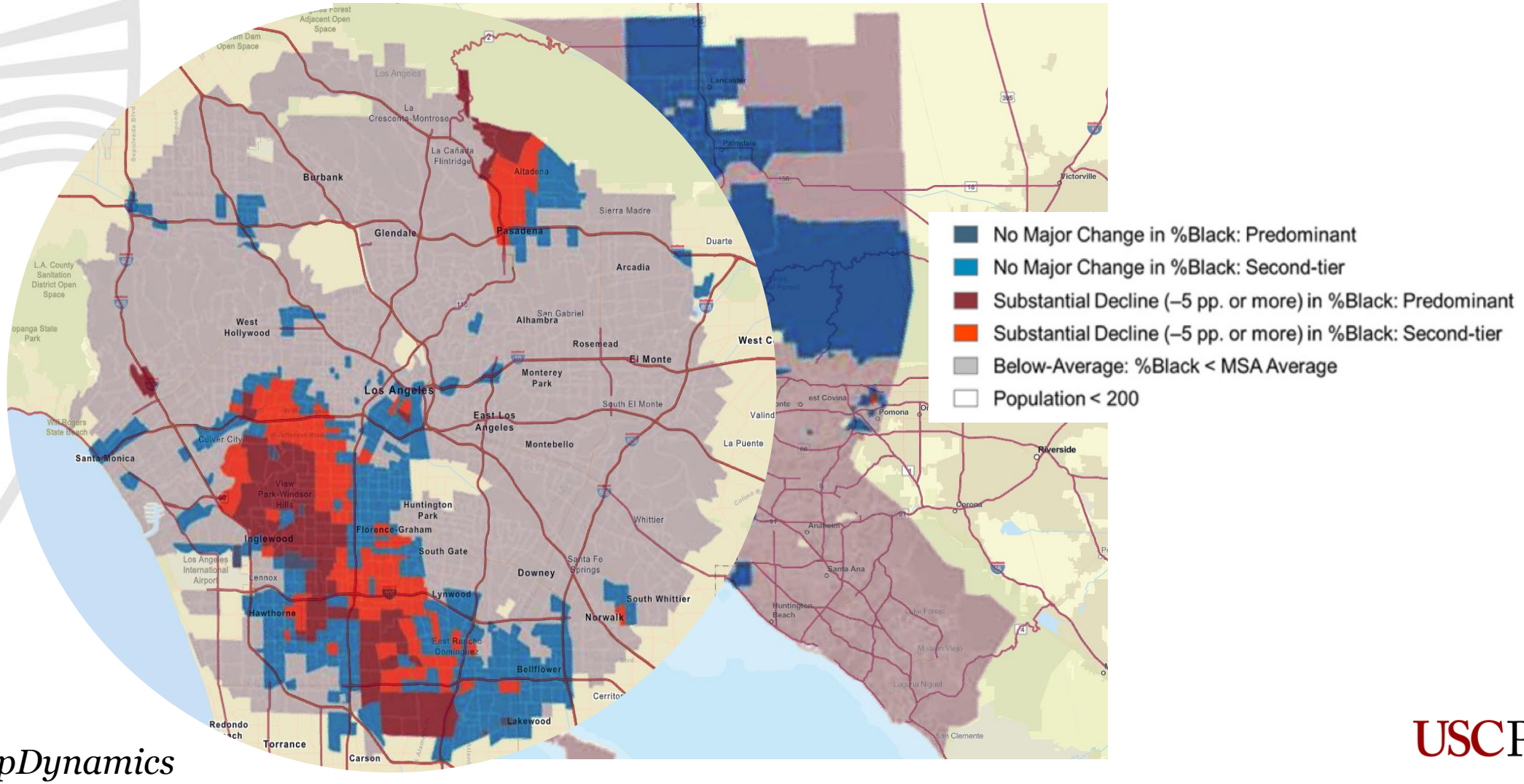





USC *PopDynamics*

USC Price

# Communities with Substantial Population Share Decline in the Los Angeles MSA in 2010-2020




USC *PopDynamics*

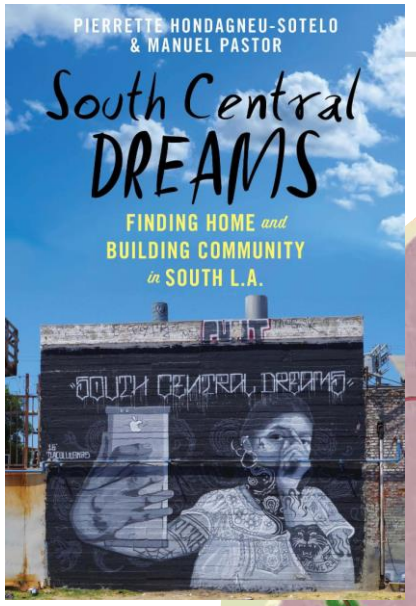
USC Price

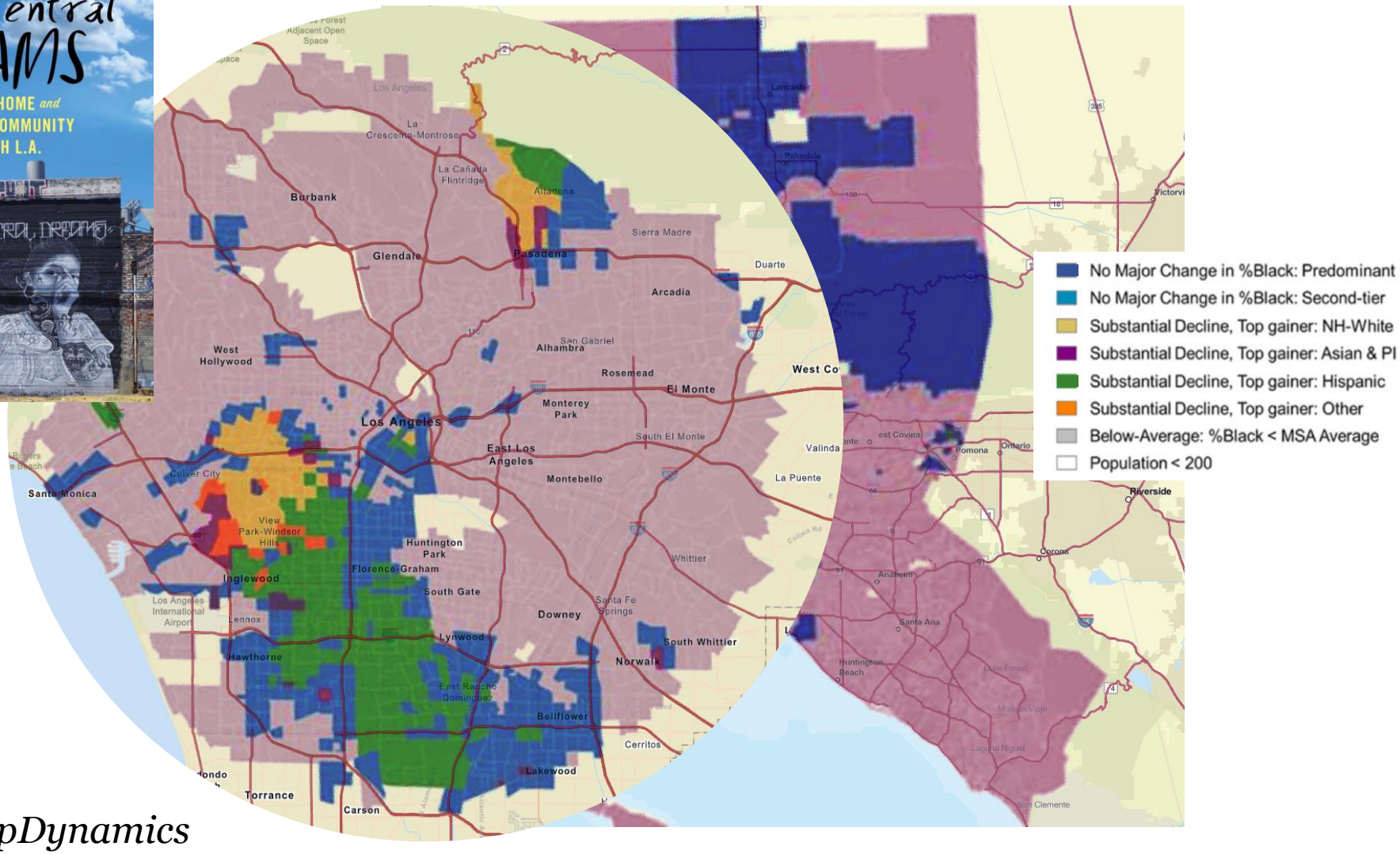
# Who are the top gainers?

2. What other groups have been the most frequent replacements when existing communities decrease their concentrations in a neighborhood?

# Who moved in?

# Which Groups Gained Where African Americans Declined?





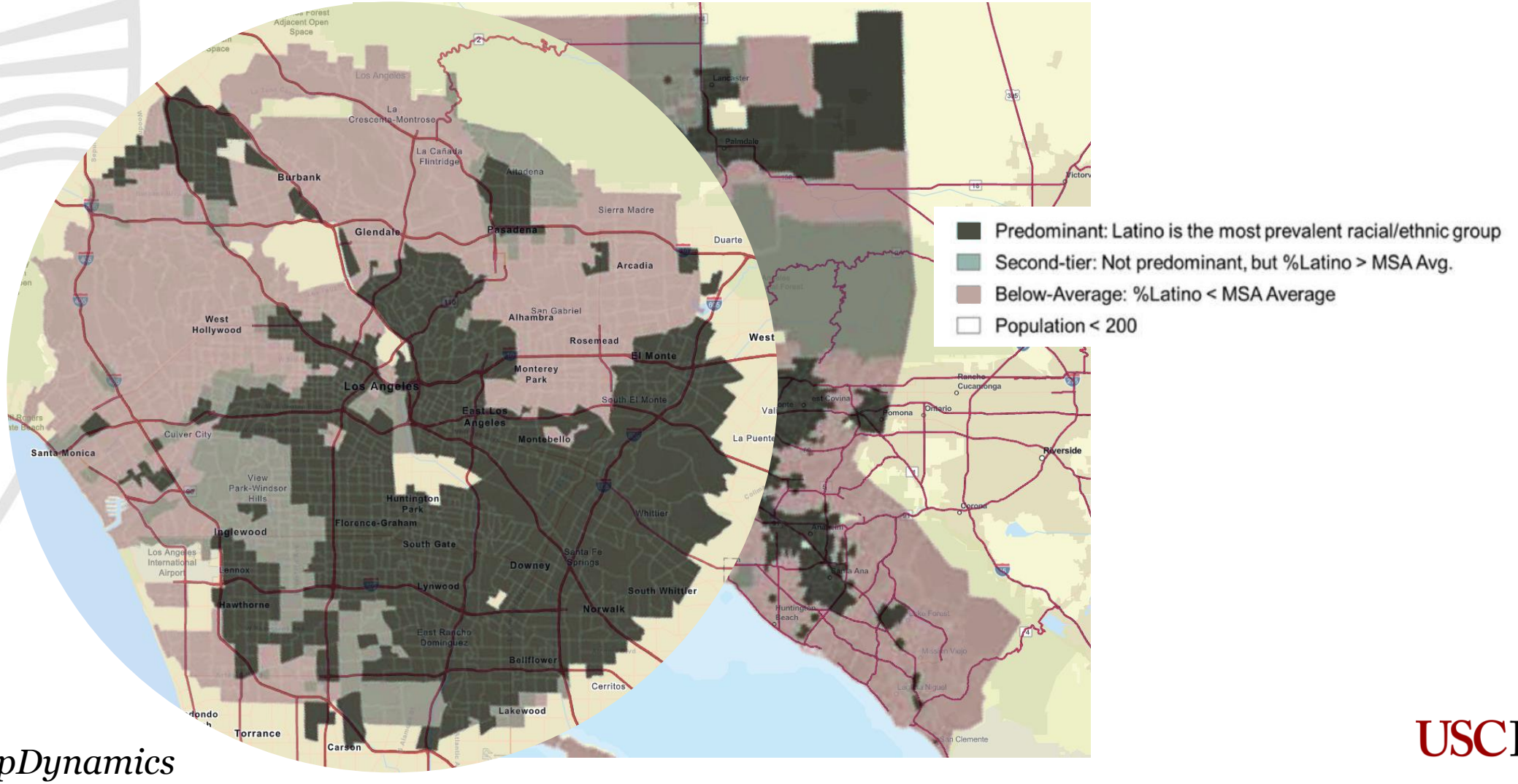

USC PopDynamics

USC Price

# Neighborhood Change in Hispanic/Latino Communities

USC Price

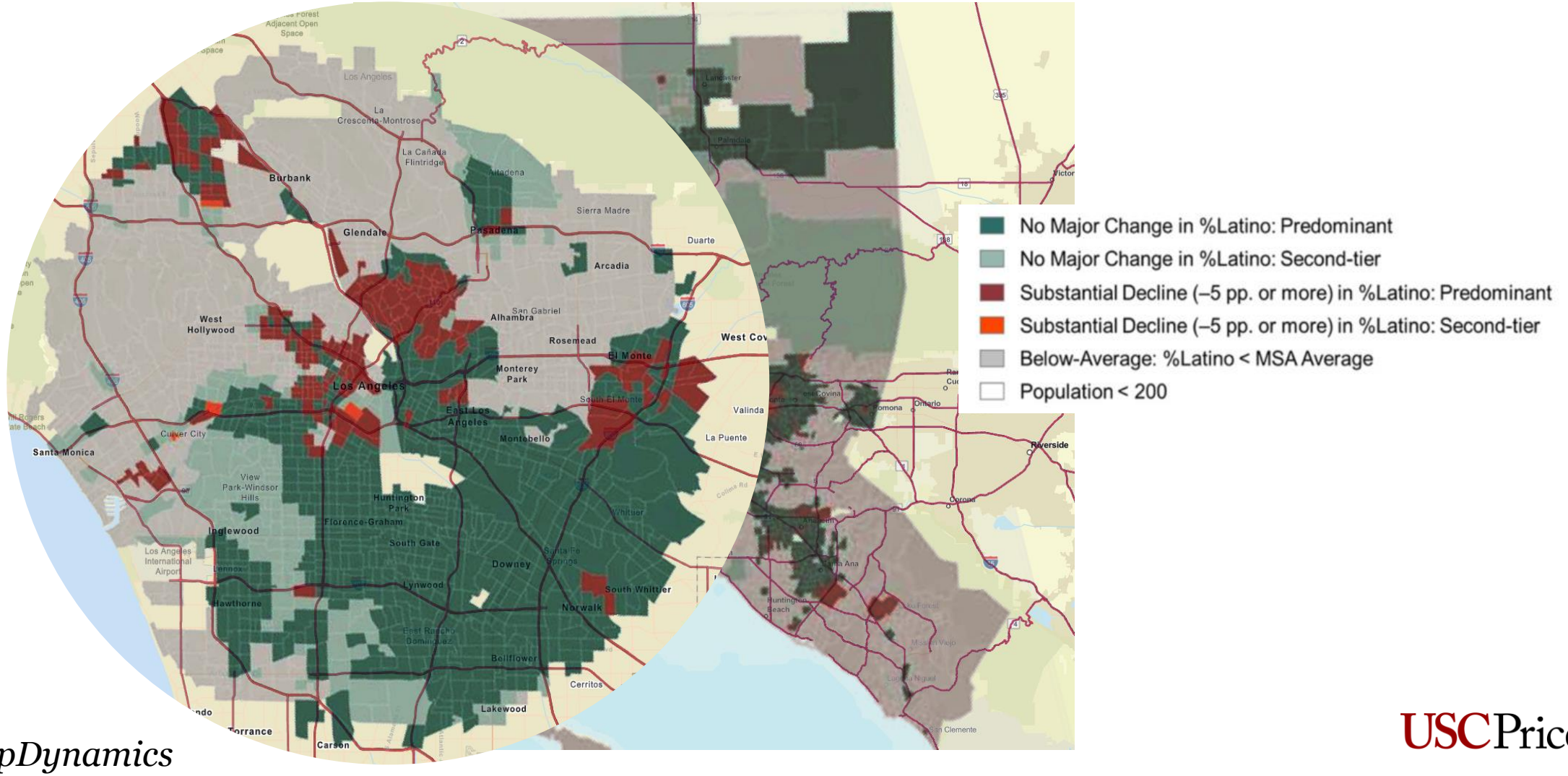
# Hispanic/Latino Communities in the Los Angeles Area in 2010




USC *PopDynamics*

USC Price

# Hispanic/Latino Communities with Substantial Population Share Decline in the Los Angeles MSA in 2010-2020






USC PopDynamics

USC Price

# Who are the top gainers?

2. What other groups have been the most frequent replacements when existing communities decrease their concentrations in a neighborhood?

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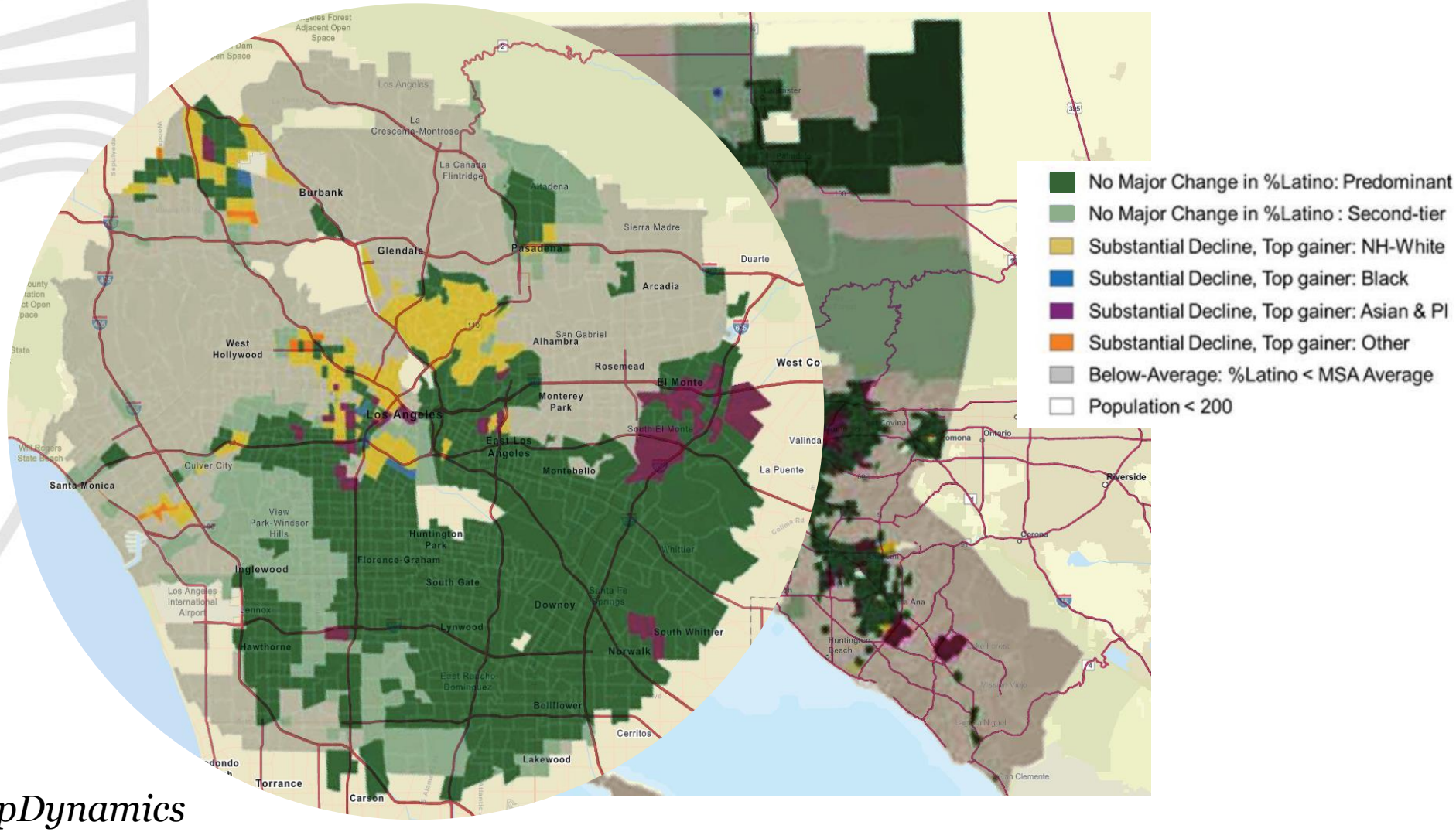


USC *PopDynamics*

USC Price

# Summary

1. The metro area is **slowly growing**, a total population gain of 2.9% over the decade, and **none of its race/ethnic groups are changing** rapidly.
2. Local area changes are not from large increases of any particular group but from **re-sorting of the existing number of residents** as people seek to adjust their housing.
3. Hispanic/Latino population is the largest group in the MSA (44.6%).
4. All of the groups often overlap with one another in particular neighborhoods.
5. Communities of color are not sharply bounded in space. They continue to spread over time.

# *Thank you*

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**For latest research on housing and demographics .....**

https://sites.usc.edu/popdynamics/housing/

**David Flores Moctezuma**

**rosasflo@usc.edu**

2024 SOUTHERN CALIFORNIA DEMOGRAPHIC WORKSHOP

# NAVIGATING THE NEW GROWTH REALITY

scag.ca.gov/demographics

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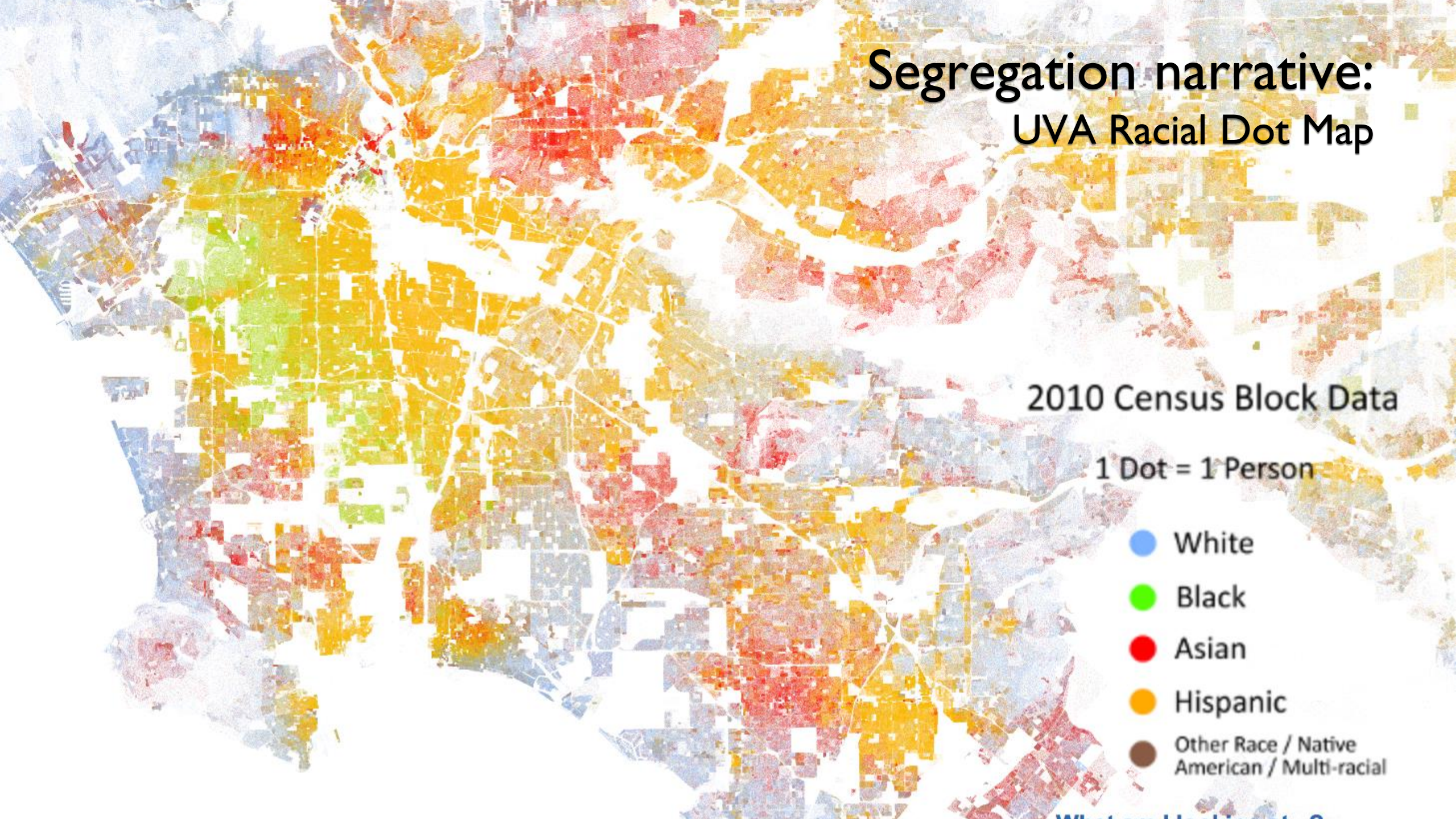
# SLAB's ethniCITY project
# re-mapping race and ethnicity in LA county

Annette M. Kim
Associate Professor at USC
Price School of Public Policy & Roski School of Art and Design

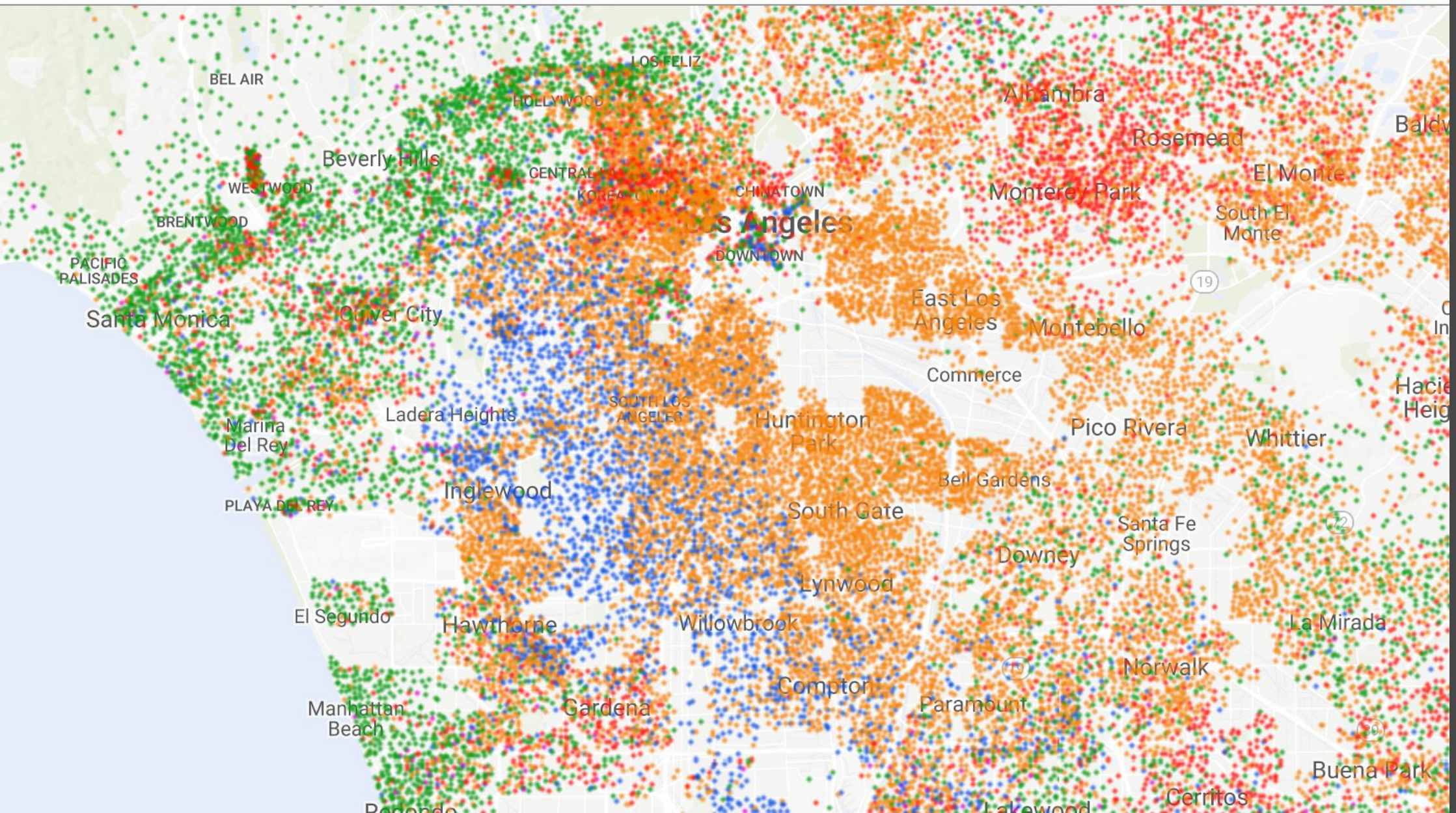
we mostly have been mapping
race
and
residential patterns
as exclusive territories

# Segregation narrative:
## UVA Racial Dot Map

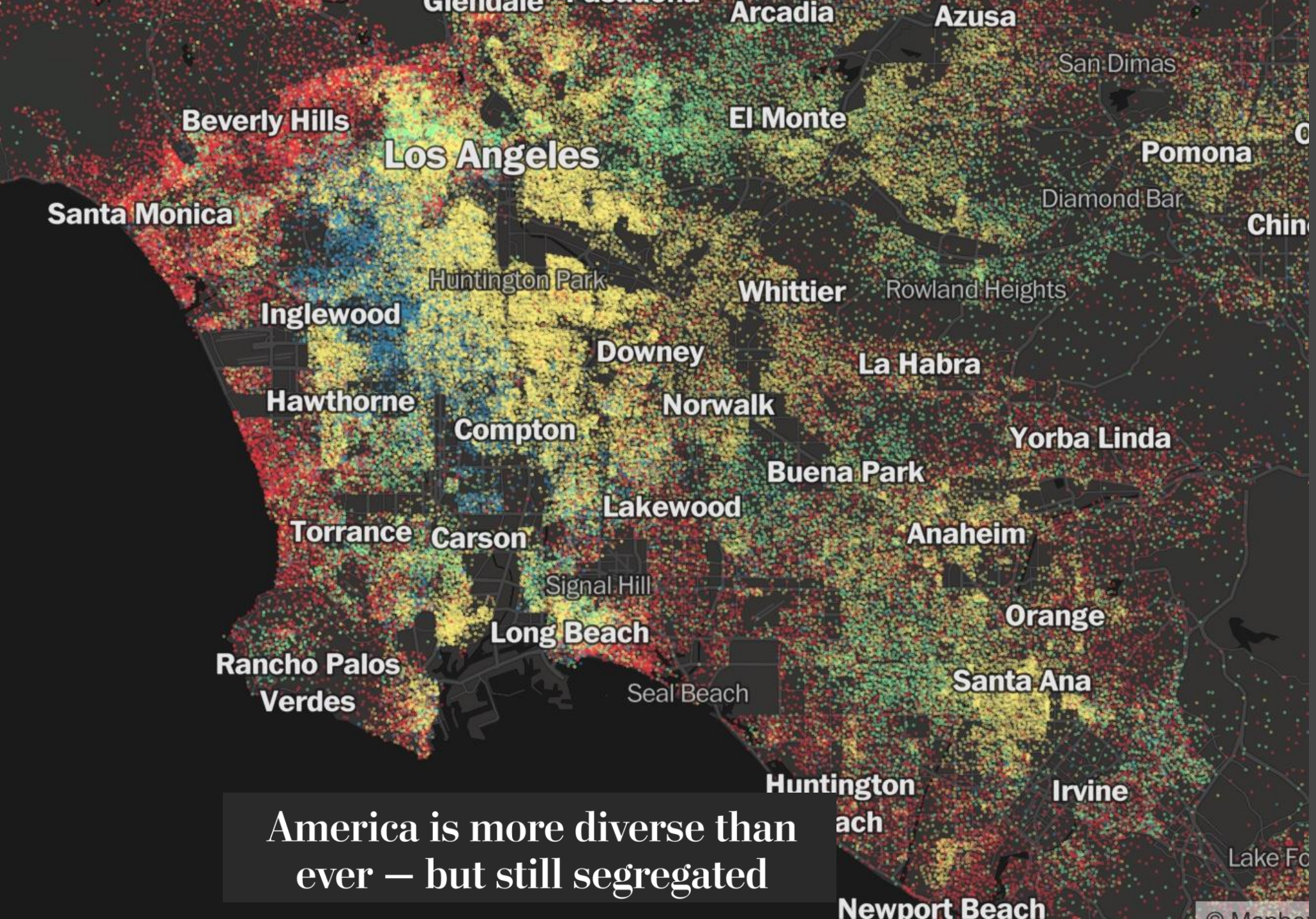


# Mapping Segregation

New government rules will require all cities and towns receiving federal housing funds to assess patterns of segregation.




New York Times




America is more diverse than ever — but still segregated

Washington Post

# LA is unusual

residential exposure index:

Unlike other major American cities, L.A.'s racial and ethnic groups are more likely to encounter each other at the neighborhood level.

# The city speaks to us

The built environment is inscribed with text claiming ethnic identity

ethnicity as a driver of geographies

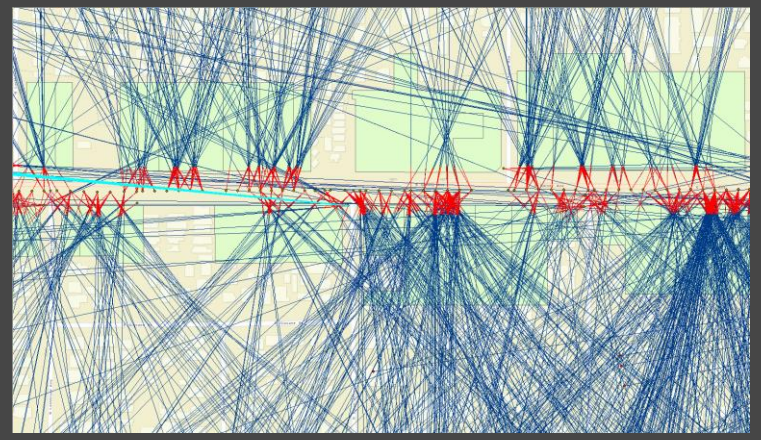
# USC SLAB generated a new kind of database: Linguistic Landscape database

- self-expression in signage
- commercial, community, and institutional land uses

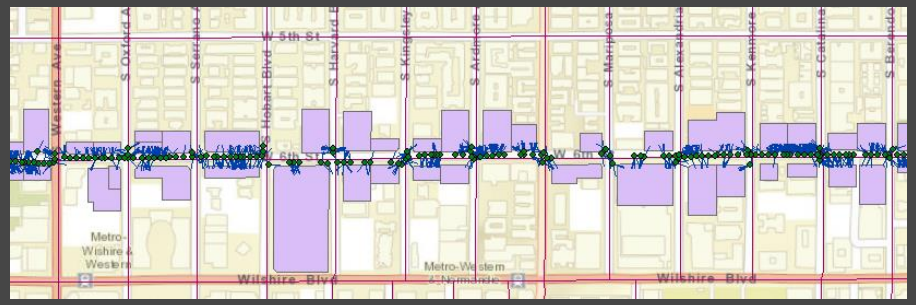
# SIGNS IN LOS ANGELES

# Google OCR of Google Streetview images
# = database of signage text

# Geocode location of signage text: based on groundtruthing



Analyzed error patterns in geocoding location of text i.e. street corners, strip malls, and parking lots, <148°




Identified parcels as the optimal urban spatial unit of analysis:
93.1% accuracy

# New kind of Urban Data

text in the built environment:
synergizes computer vision +
humanities + social science
+ urban planning

= map ethnic places

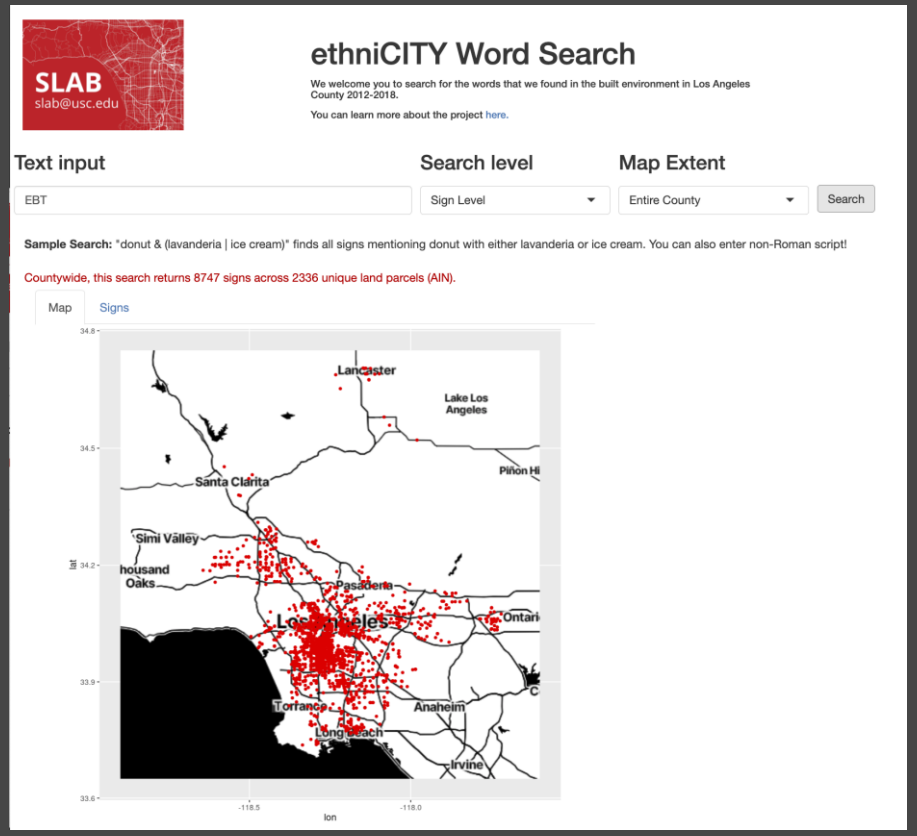
SLAB espouses groundtruthing through field study of the built environment and interviews to critically shape our data creation.

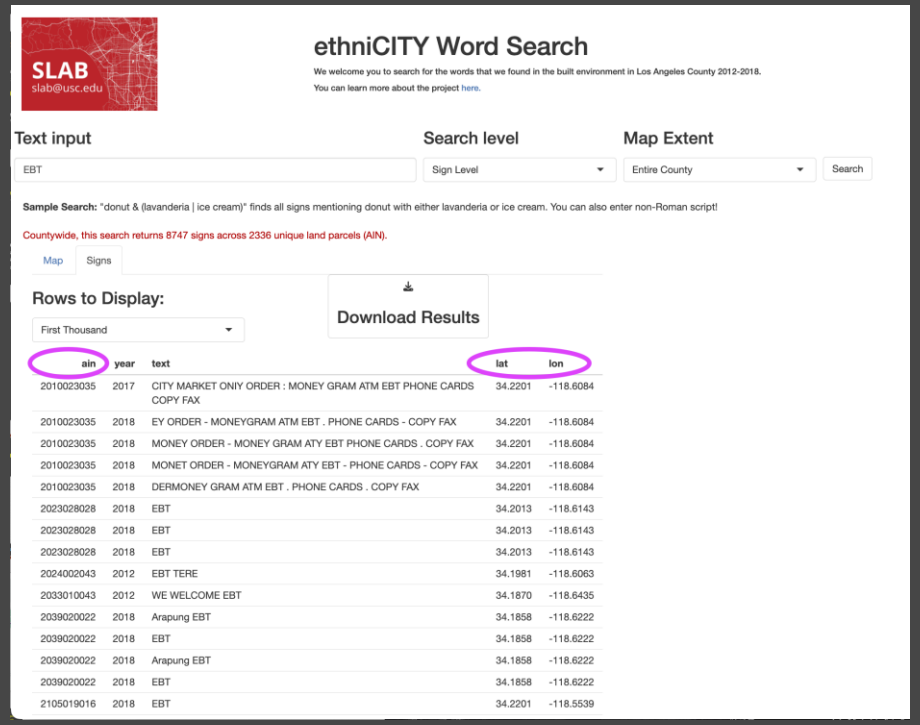
# Our data fills a gap

Missing or inaccurate data:

- LA city office of Finance
- Survey of Business Owners
- Google map search, yelp search,
- Reference USA, Dun+Bradstreet

# Linguistic Landscape Database
# Words mapped to individual land parcels
# "EBT"



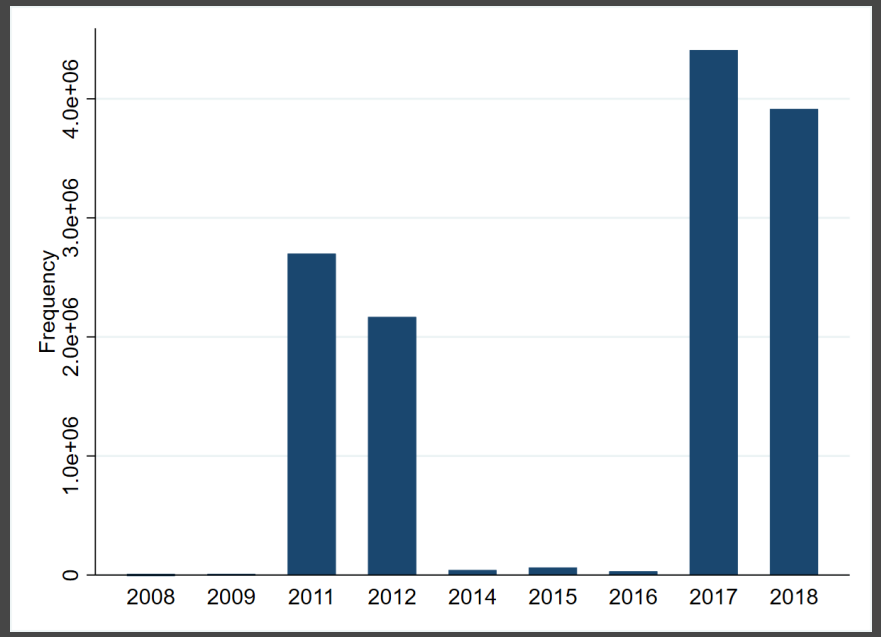




| ain | year | text | lat | lon |
|---|---|---|---|---|
| 2010023035 | 2017 | CITY MARKET ONIY ORDER : MONEY GRAM ATM EBT PHONE CARDS COPY FAX | 34.2201 | -118.6084 |
| 2010023035 | 2018 | EY ORDER - MONEYGRAM ATM EBT . PHONE CARDS - COPY FAX | 34.2201 | -118.6084 |
| 2010023035 | 2018 | MONEY ORDER - MONEY GRAM ATY EBT PHONE CARDS . COPY FAX | 34.2201 | -118.6084 |
| 2010023035 | 2018 | MONET ORDER - MONEYGRAM ATY EBT - PHONE CARDS - COPY FAX | 34.2201 | -118.6084 |
| 2010023035 | 2018 | DERMONEY GRAM ATM EBT . PHONE CARDS . COPY FAX | 34.2201 | -118.6084 |
| 2023028028 | 2018 | EBT | 34.2013 | -118.6143 |
| 2023028028 | 2018 | EBT | 34.2013 | -118.6143 |
| 2023028028 | 2018 | EBT | 34.2013 | -118.6143 |
| 2024002043 | 2012 | EBT TERE | 34.1981 | -118.6063 |
| 2033010043 | 2012 | WE WELCOME EBT | 34.1870 | -118.6435 |
| 2039020022 | 2018 | Arapung EBT | 34.1858 | -118.6222 |
| 2039020022 | 2018 | EBT | 34.1858 | -118.6222 |
| 2039020022 | 2018 | Arapung EBT | 34.1858 | -118.6222 |
| 2039020022 | 2018 | EBT | 34.1858 | -118.6222 |
| 2105019016 | 2018 | EBT | 34.2201 | -118.5539 |

word search site: https://capilgram.shinyapps.io/gsv_search_interface/

# Linguistic Landscape Data

13.3 million lines of text on street facing signage geocoded to 351,146 parcels of land in LA county, out of 647,291 commercial land parcels



# ethniCITY database

96 cultures proclaiming identity with text in the built environment:

86,545 signs

20,541 parcels

| culture | Unique parcels |
|---|---|
| Mexico | 5462 |
| China | 2108 |
| Thailand | 1936 |
| Iran | 1652 |
| South Korea | 1561 |
| Japan | 981 |
| Italy | 899 |
| El Salvador | 628 |
| France | 553 |
| India | 509 |
| African American | 367 |
| Germany | 302 |
| Brazil | 235 |
| Vietnam | 224 |
| Philippines | 223 |
| Guatemala | 207 |
| Armenia | 170 |
| Sweden | 159 |
| Greece | 146 |
| Israel | 124 |
| Peru | 124 |
| Honduras | 119 |
| United Kingdom | 119 |
| Cuba | 105 |

# SLAB

## CULTURAL HUBS IN LOS ANGELES

ALL ON

ALL OFF

**AfricaPacfic MiddleEast**

- Afghani
- Armenian
- Ethiopian
- Iranian
- Israeli
- Moroccan
- Samoan

**EUROPE**

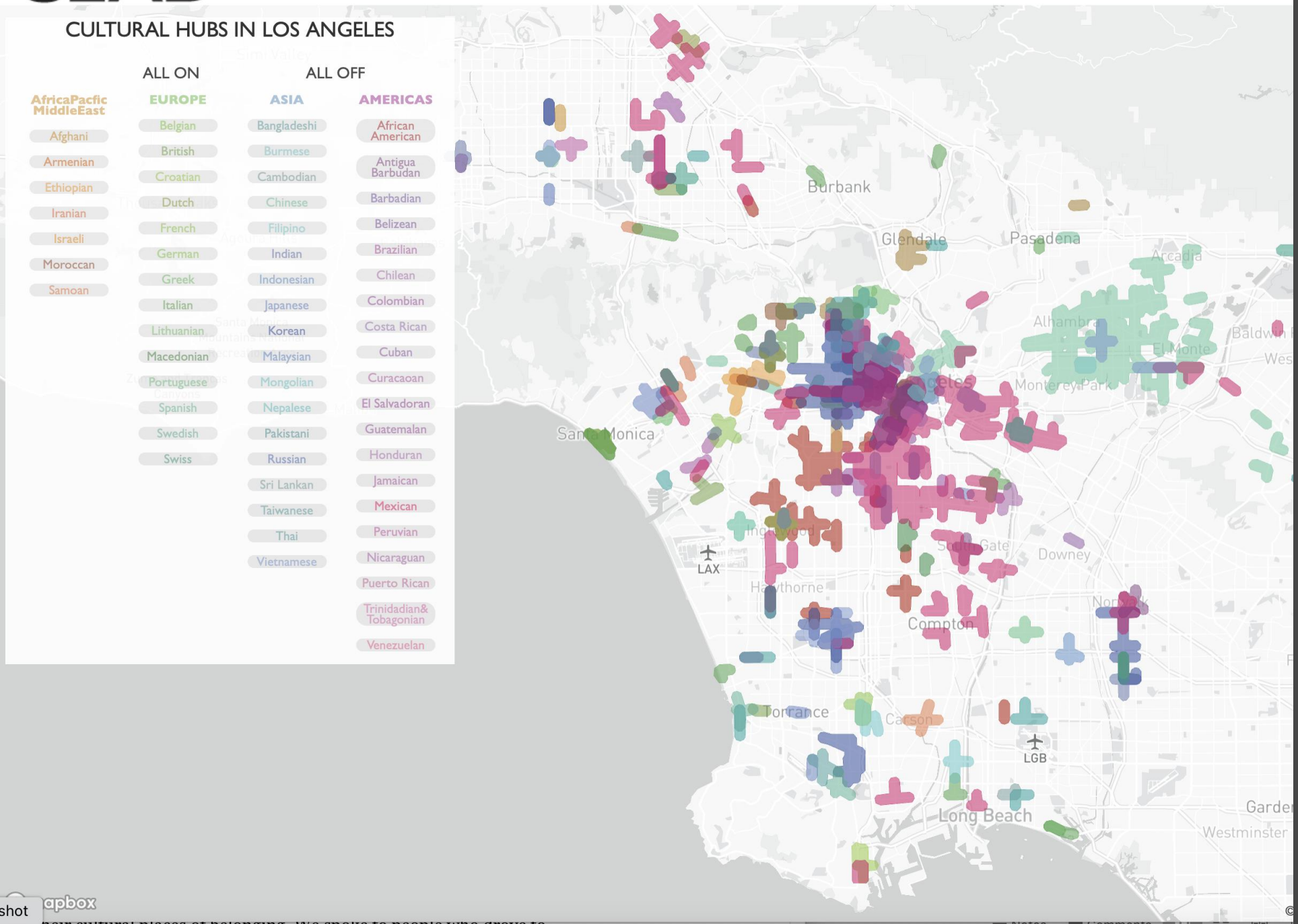
- Belgian
- British
- Croatian
- Dutch
- French
- German
- Greek
- Italian
- Lithuanian
- Macedonian
- Portuguese
- Spanish
- Swedish
- Swiss

**ASIA**

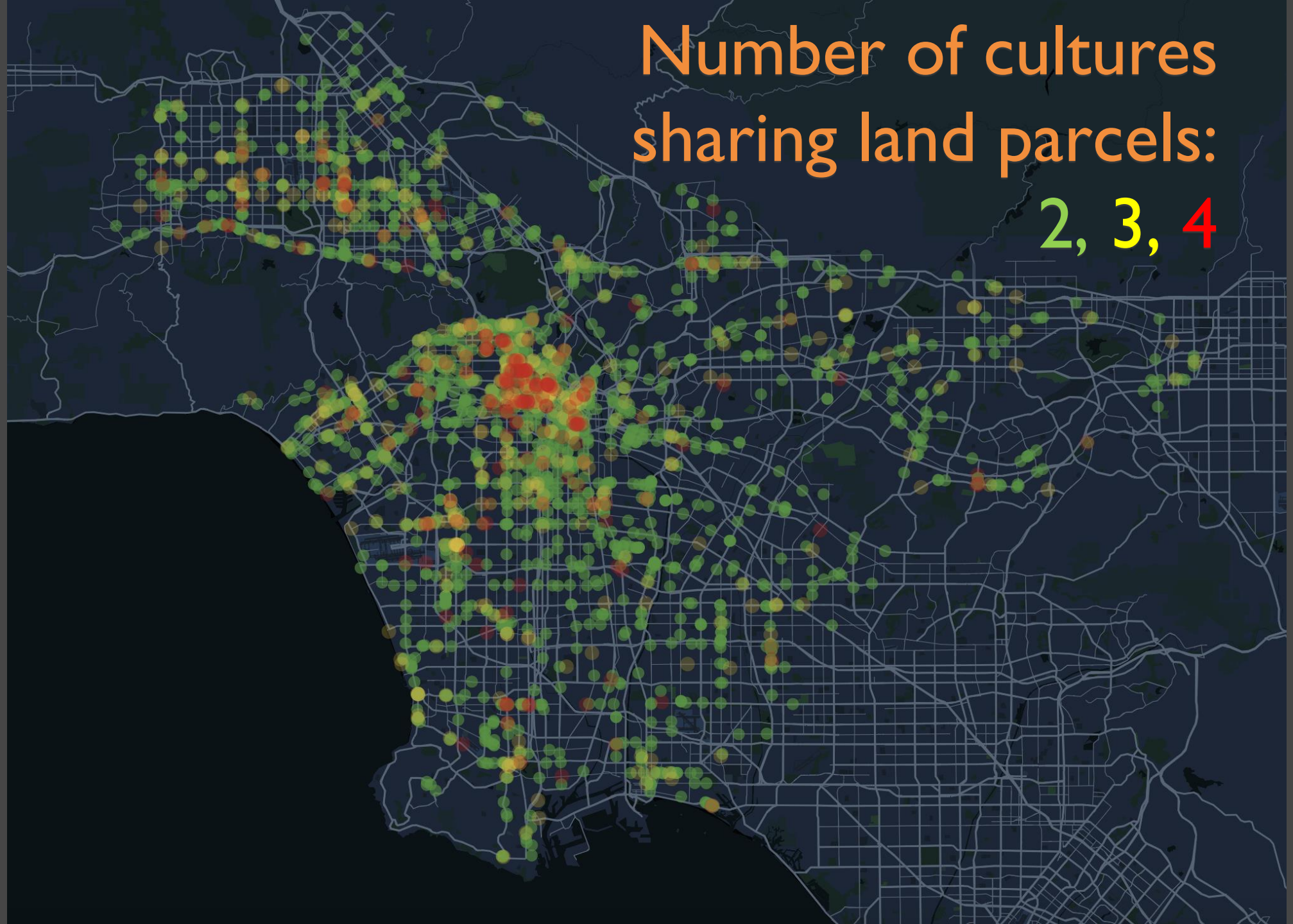
- Bangladeshi
- Burmese
- Cambodian
- Chinese
- Filipino
- Indian
- Indonesian
- Japanese
- Korean
- Malaysian
- Mongolian
- Nepalese
- Pakistani
- Russian
- Sri Lankan
- Taiwanese
- Thai
- Vietnamese

**AMERICAS**

- African American
- Antigua Barbudan
- Barbadian
- Belizean
- Brazilian
- Chilean
- Colombian
- Costa Rican
- Cuban
- Curacaoan
- El Salvadoran
- Guatemalan
- Honduran
- Jamaican
- Mexican
- Peruvian
- Nicaraguan
- Puerto Rican
- Trinidadian& Tobagonian
- Venezuelan




58
culture's
hubs
in LA county


Number of cultures
sharing land parcels:
2, 3, 4

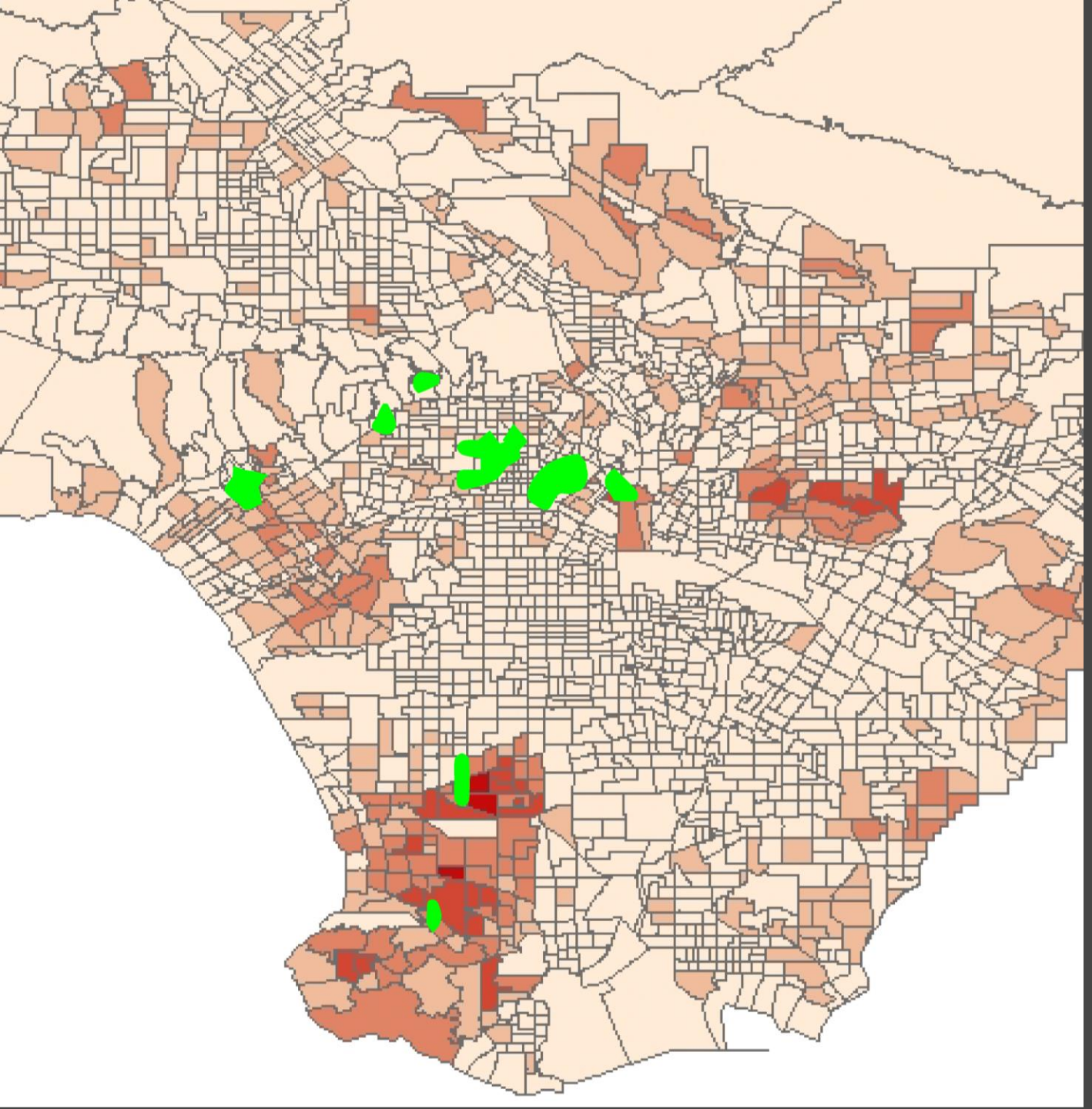
# Sharing space and talking to each other

"It's not just that we happen to be next door to each other. We talk to each other. We found that signs on 18% of properties in L.A. contain more than one language or cultural expression. It's not uncommon to see one sign featuring three or more languages."

Multi-layered ethnic interactions in everyday places

UNIVERSAL STU
HALAL
L.A. POULTRY
LIVE, FRESH, FOOD TO GO
POLLERIA
家禽肉
(213) 739-0303
why buy
*frozen*
when you
can buy
Fresh

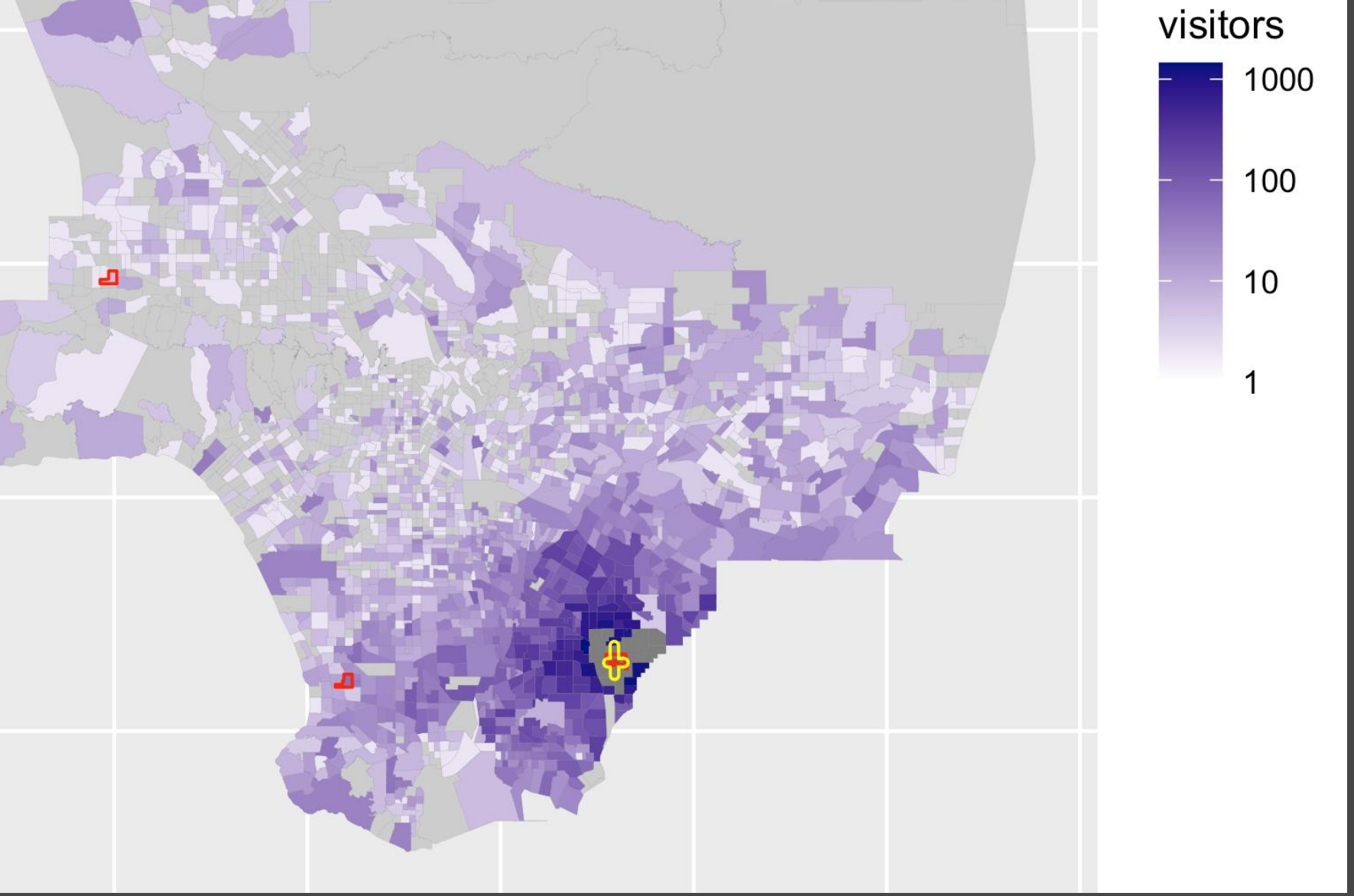
V. P. TOFU 永豐豆腐
Đậu Hủ Vĩnh Phong
PARKING ONLY
VAN ACCESSIBLE
MINIMUM FINE $250
NO PARKING



# Commuting to culture: not ethnic enclaves

Japanese cultural hubs

census residential hotspots




More evidence from mobile phone data: de-coupling of residence and cultural places

Indian residential hotspots

Little India

# “Little India” Pioneer Boulevard in Artesia

# Bill's Taco House in South LA

# Using the linguistic landscape data to study ethnic places

home, work, and… "third places"

i.e. cafes, bars, bookstores, bowling alleys….

(Oldenburg and Brisset, 1982; Bosman and Dolley 2019; Finlay et al 2019)

# Third Places redux: class and race/ethnicity

places are accessed amidst social stratification and uneven urban geographies.

For more info about this project,
check out our website:

Los Angeles Times

# Opinion: How do L.A.'s ethnic communities keep their identities while living with others? Just read the signs

Cultural communities in Los Angeles use signs to speak to other groups, as seen in this diptych showing (above) a poultry shop sign on Virgil Avenue that features three languages and (below) three languages on a restaurant sign in Monterey Park. (Annette M. Kim)

**By Annette M. Kim**

May 21, 2024 3:05 AM PT