ATTACHMENT A

SUBJECT: JUSTIFICATION FOR NEW BUSINESSSOURCE CENTER SERVICE AREAS REVISED

The Los Angeles BusinessSource Center (BSC) program is undergoing a program redesign which includes redefining the target services areas. The BSC program will provide various levels of assistance to eligible, for-profit businesses operating in the City of Los Angeles and residents of the City of Los Angeles aspiring to open their own business. After taking in consideration the City's poverty rate, existing small businesses, persons in low- and moderate-income households, Opportunity Zones, Promise Zones, and the target areas addressed in the Citywide Economic Development Strategy (CEDS), the ten proposed service areas, sorted with number 1 representing the area identified as having the greatest need, are:
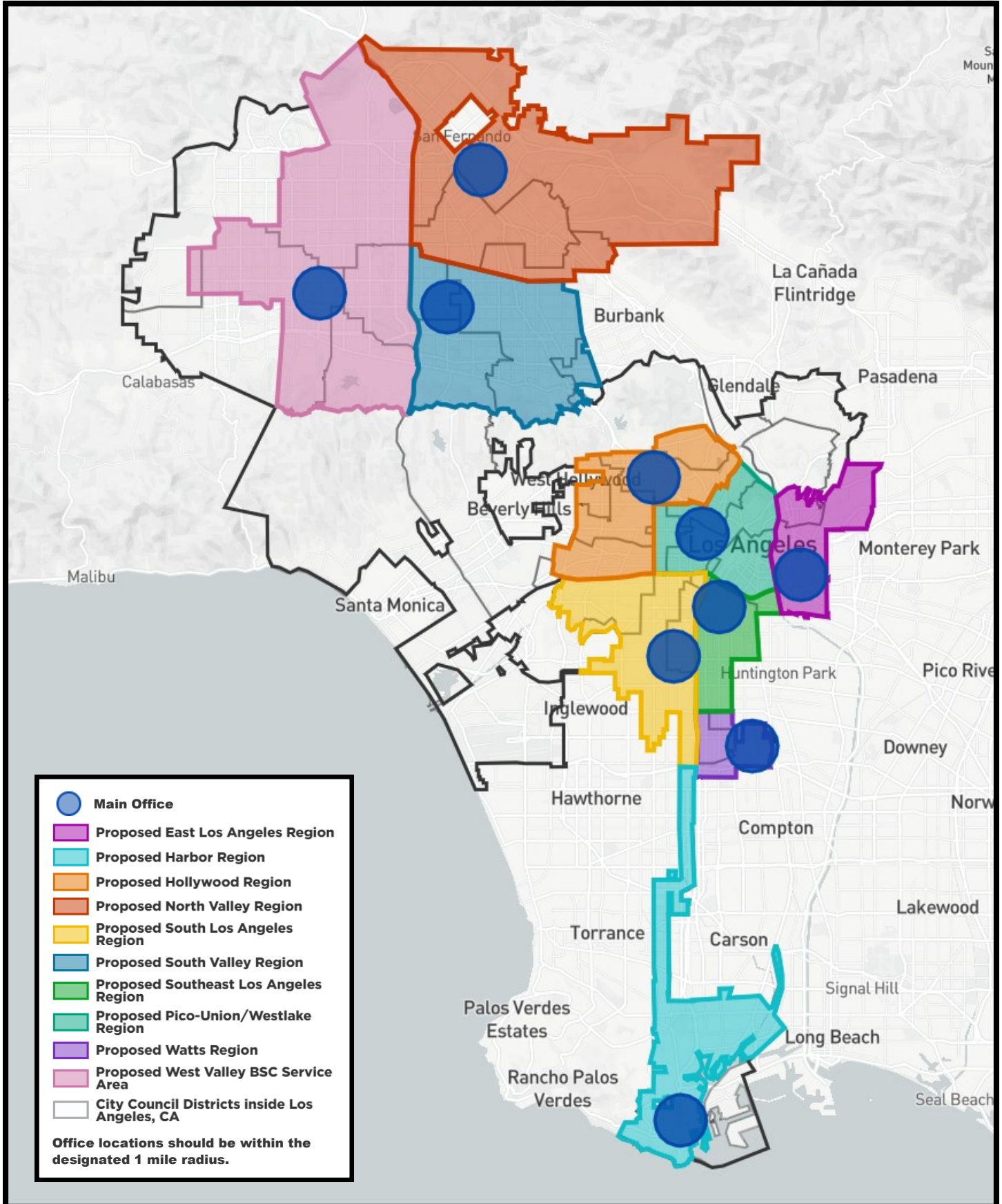
BSC Service Area	Neighborhoods	Council Districts
1. Southeast Los Angeles	Florence, South Park, Historic South Central, Central-Alameda	9, 14
2. Watts	Watts, Green Meadows, Broadway-Manchester	9, 8, 15
3. East Los Angeles	Lincoln Heights, Boyle Heights, El Sereno	1, 14
4. Pico Union/Westlake	Pico Union, Westlake, Downtown, Chinatown, Echo Park, Rampart Village, Koreatown, Harvard Heights	1, 4, 13, 14
5. South Los Angeles	West Adams, Jefferson Park, Adams-Normandie, University Park, Baldwin Hills/Crenshaw, Leimert Park, Exposition Park, Vermont Square, Hyde Park, Chesterfield Square, Harvard Park, Vermont-Slauson, Manchester Square, Vermont Knolls, Gramercy Park, Vermont Vista	8, 9, 10
6. Harbor	Harbor Gateway, Harbor City, Wilmington, San Pedro	15
7. North Valley	Sylmar, Mission Hills, North Hills, Panorama City, Arleta, Pacoima, Lake View Terrace, Hansen Dam, Sun Valley, Shadow Hills, Sunland, Tujunga	6, 7
8. Hollywood [1]	Hollywood, East Hollywood, Los Felix, Silver Lake, Fairfax, Hancock Park, Larchmont, Windsor Square, Mid-Wilshire, Koreatown, Harvard Heights, Arlington Heights, Mid-City	4, 5, 10, 13
8. South Valley [1]	Van Nuys, Valley Glen, North Hollywood, Sherman Oaks, Valley Village, Studio City, Toluca Lake	2, 4, 6
10. West Valley	Northridge, North Hills, Reseda, Lake Balboa, Tarzana, Encino, Sepulveda Basin, Canoga Park, Winnetka, Porter Ranch, Granada Hills	3, 5, 6, 12

Please note, the previous Justification for New BusinessSource Center Service Areas used data from the American Community Survey 2014-2018. The American Community Survey 2015-2019 was released in December 2020 and all the data used in this report are based on the updated data sets.

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1 Hollywood and South Valley Region both scored the same number of points in the analysis (See page 24), therefore were given the same ranking number and then a gap is left in the ranking numbers.
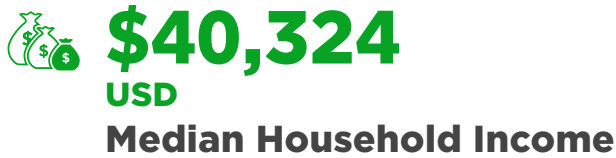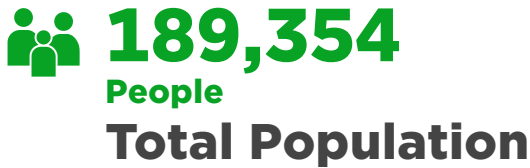
Proposed BusinessSource Center Service Areas and Office Locations

Legend:

- ● Main Office
- ■ Proposed East Los Angeles Region
- ■ Proposed Harbor Region
- ■ Proposed Hollywood Region
- ■ Proposed North Valley Region
- ■ Proposed South Los Angeles Region
- ■ Proposed South Valley Region
- ■ Proposed Southeast Los Angeles Region
- ■ Proposed Pico-Union/Westlake Region
- ■ Proposed Watts Region
- ■ Proposed West Valley BSC Service Area
- □ City Council Districts inside Los Angeles, CA

Office locations should be within the designated 1 mile radius.

1. Southeast Los Angeles Region

The Southeast Los Angeles service area will cover the neighborhoods of Florence, South Park, Historic South-Central, Central-Alameda, and Council Districts Nine and Fourteen. The main office will be located in the South-Central neighborhood. The service area is within the South Los Angeles targeted area as defined in the CEDS. The total population of the service area is 189,354 and 59,825, or 33%, are living in poverty. Approximately 164,737, or 87%, of the residents are in low- and moderate-income households. There are 12,958 active businesses within the service area. There are currently 12 Opportunity Zones established in the service area which is about 27.27% of the total census tracts. The South Los Angeles Promise Zone, otherwise known as the South Los Angeles Transit Empowerment Zone or Slate-Z, is partially located within this service area.
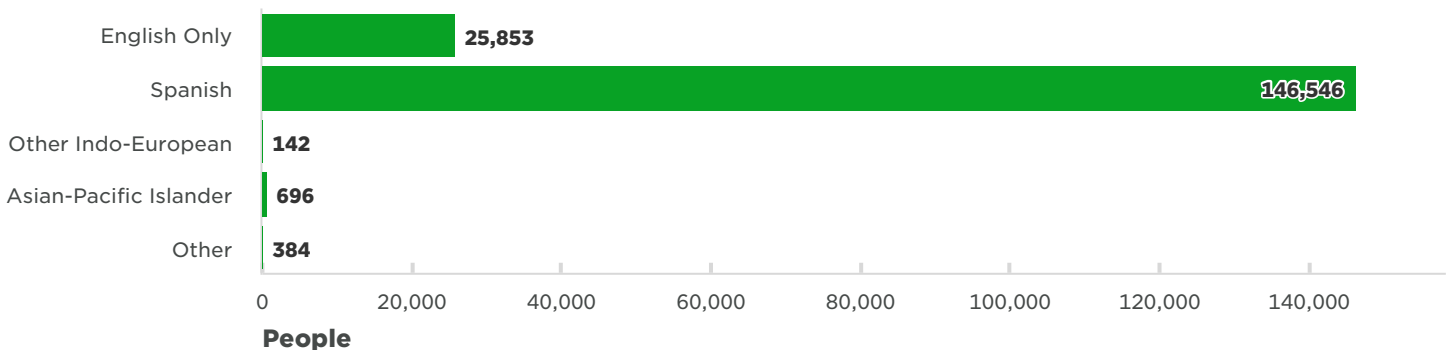
189,354
People
Total Population

59,825
People
Living Below the Poverty Level

$40,324
USD
Median Household Income

28.9
Years
Median Age

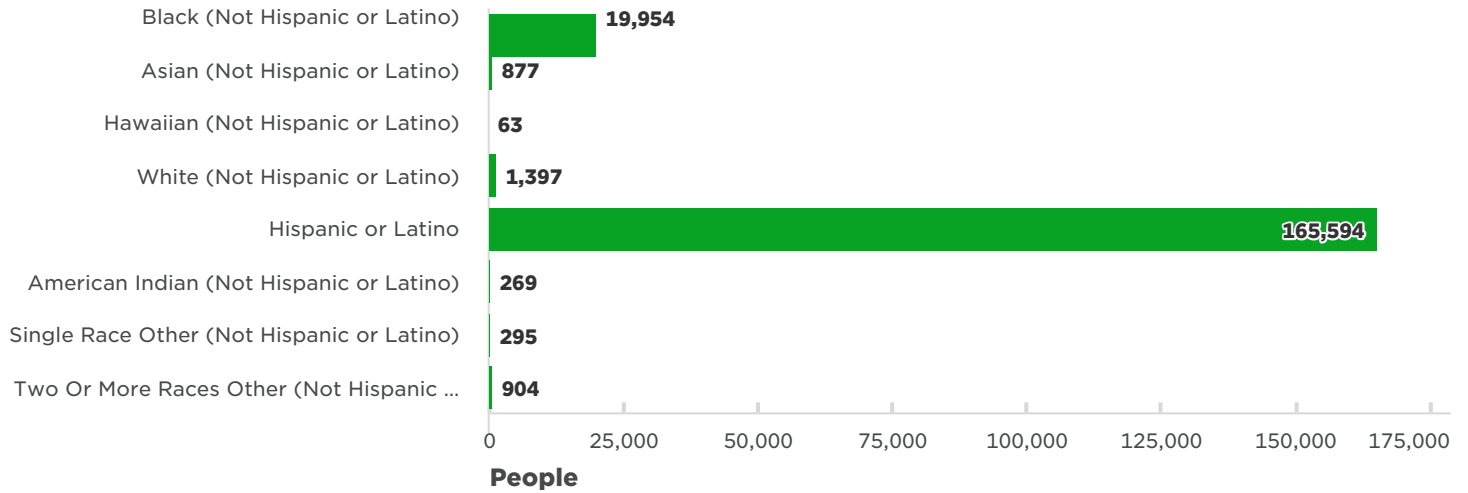*Sources: US Census ACS 5-year 2015-2019*

12,958
Sites
Number of Businesses

All active businesses registered with the Office of Finance. Date of capture: February 16, 2021.

Language Spoken at Home

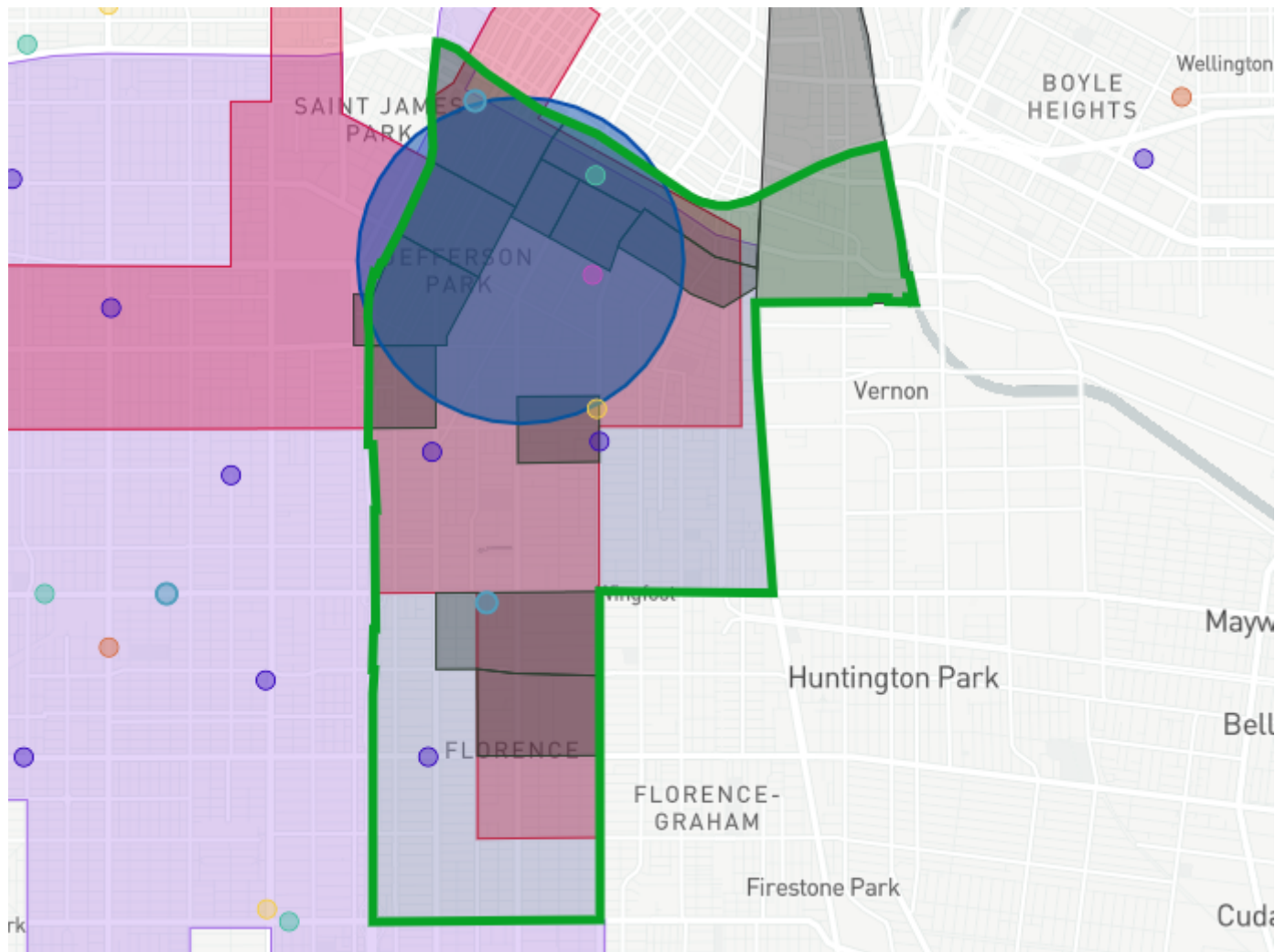| Language	People
English Only	25,853
Spanish	146,546
Other Indo-European	142
Asian-Pacific Islander	696
Other	384

People

Sources: US Census ACS 5-year 2015-2019

Race/Ethnicity Totals

	People
Black (Not Hispanic or Latino)	19,954
Asian (Not Hispanic or Latino)	877
Hawaiian (Not Hispanic or Latino)	63
White (Not Hispanic or Latino)	1,397
Hispanic or Latino	165,594
American Indian (Not Hispanic or Latino)	269
Single Race Other (Not Hispanic or Latino)	295
Two Or More Races Other (Not Hispanic ...	904

People

Sources: US Census ACS 5-year 2015-2019

- Current WorkSource Centers
- Current YouthSource Centers
- Current FamilySource Centers
- Current BusinessSource Centers
- City Of LA Libraries
- Neighborhood City Halls and City Council District Offices
- Proposed Southeast Los Angeles Region
- Southeast LA Main Office
- Opportunity Zones
- South Los Angeles Promise Zone "Slate-Z"
- CEDS Focus Area: South Los Angeles

2. Watts Region

The Watts/Southeast Los Angeles service area will cover the neighborhoods of Watts, Green Meadows, and Broadway-Manchester, and Council Districts Eight, Nine, and Fifteen. The main office will be located in the Watts neighborhood. The service area is within the South Los Angeles targeted area as defined in the CEDS. The total population of the service area is 108,700 and 34,038, or 31.59%, are living in poverty. Approximately 92,395, or 85%, of the residents are in low- and moderate-income households. There are 3,696 active businesses within the service area. There are currently 8 Opportunity Zones established in the service area which is about 38.10% of the total census tracts. The Watts area, in particular, has been showing a lot of progress over the past few years with projects like the Transformative Climate Communities (TCC) Grant and is in much need of the services the BSC program can offer to their residents.

108,700
People
Total Population

34,038
People
Living Below the Poverty Level

$39,210
USD
Median Household Income

28.2
Years
Median Age

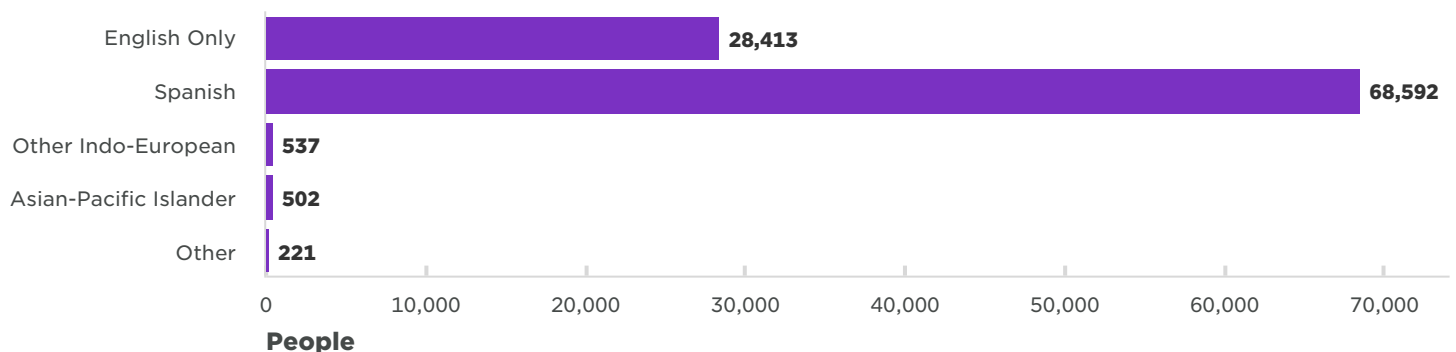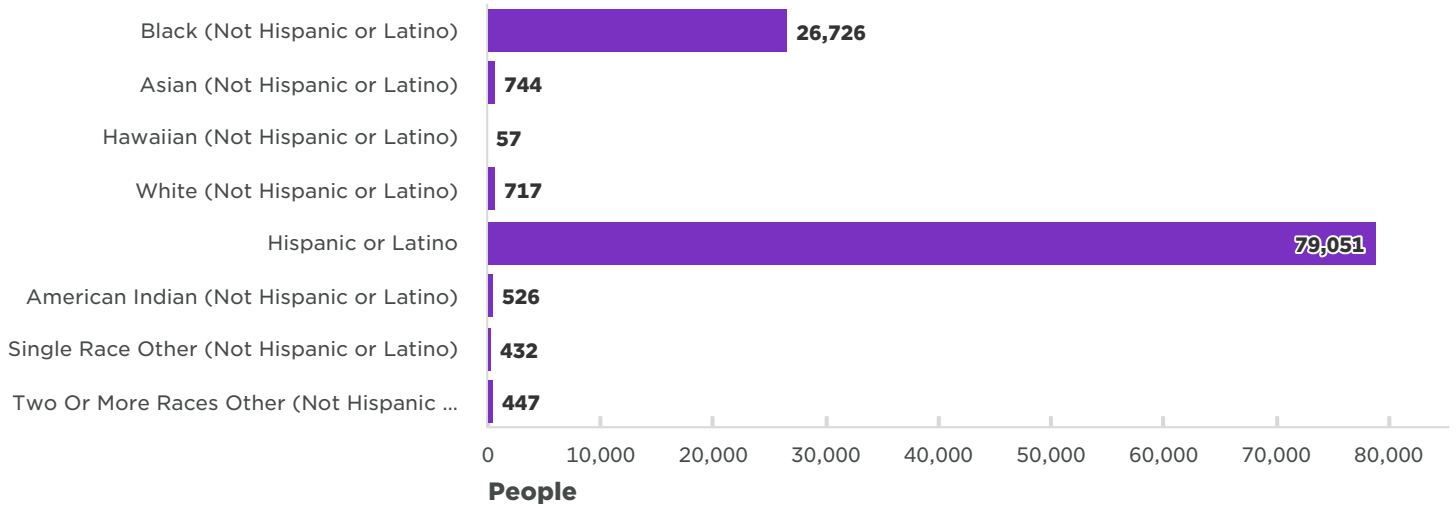*Sources: US Census ACS 5-year 2015-2019*

3,696
Sites
Number of Businesses

All active businesses registered with the Office of Finance. Date of capture: February 16, 2021.
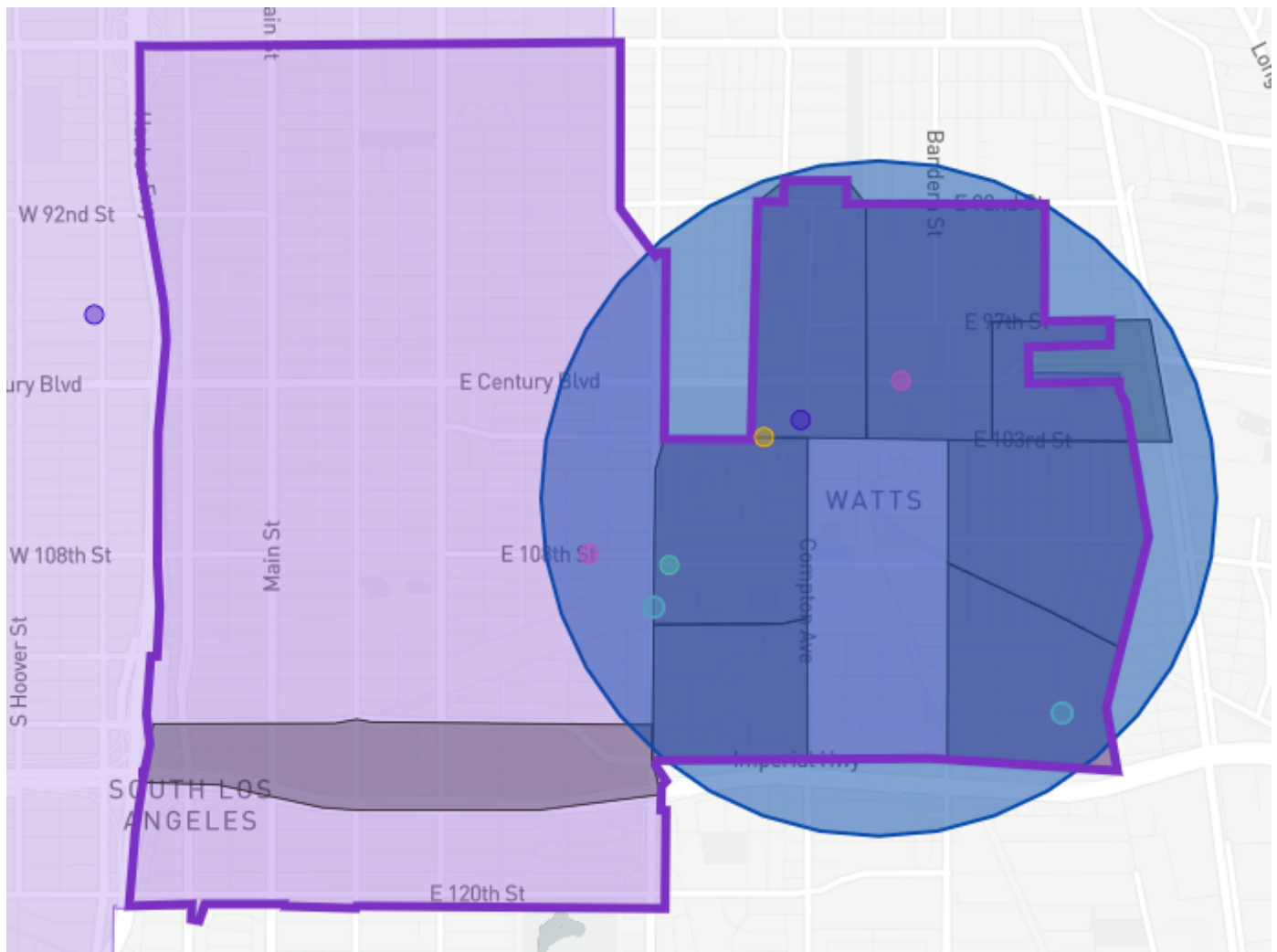
Language Spoken at Home

Language	People
English Only	28,413
Spanish	68,592
Other Indo-European	537
Asian-Pacific Islander	502
Other	221

People

Sources: US Census ACS 5-year 2015-2019

Race/Ethnicity Totals

Race/Ethnicity	People
Black (Not Hispanic or Latino)	26,726
Asian (Not Hispanic or Latino)	744
Hawaiian (Not Hispanic or Latino)	57
White (Not Hispanic or Latino)	717
Hispanic or Latino	79,051
American Indian (Not Hispanic or Latino)	526
Single Race Other (Not Hispanic or Latino)	432
Two Or More Races Other (Not Hispanic ...	447

People

Sources: US Census ACS 5-year 2015-2019

Legend:
- Current WorkSource Centers
- Current YouthSource Centers
- Current FamilySource Centers
- Current BusinessSource Centers
- City Of LA Libraries
- Neighborhood City Halls and City Council District Offices
- Proposed Watts Region
- Watts Main Office
- Opportunity Zones
- CEDS Focus Area: South Los Angeles

3. East Los Angeles Region

The East Los Angeles service area will cover the neighborhoods of Lincoln Heights, Boyle Heights, El Sereno, and Council Districts One and Fourteen. The main office will be located in the Boyle Heights neighborhood while the satellite will be located in El Sereno. The service area is within the Eastside of the City of Los Angeles targeted area as defined in the CEDS. The total population of the service area is 165,499 and 39,804, or 24.05%, are living in poverty. Approximately 135,709, or 82%, of the residents are in low- and moderate-income households. There are 9,854 active businesses within the service area. There are currently 14 Opportunity Zones established in the service area which is about 30.43% of the total census tracts. A Promise Zone is not currently established in the service area.

165,499
People
Total Population

39,804
People
People Below Poverty Level

$47,470
USD
Median Household Income

33.1
Years
Median Age

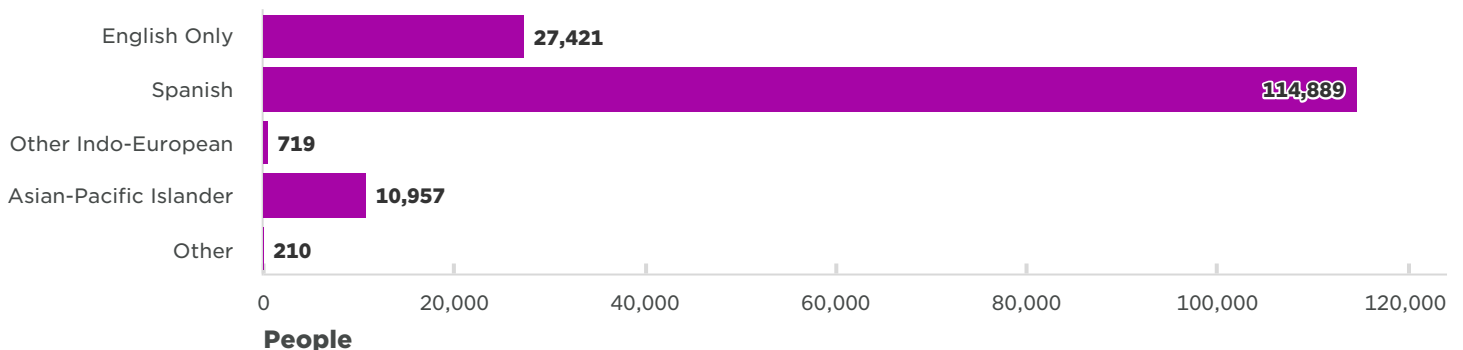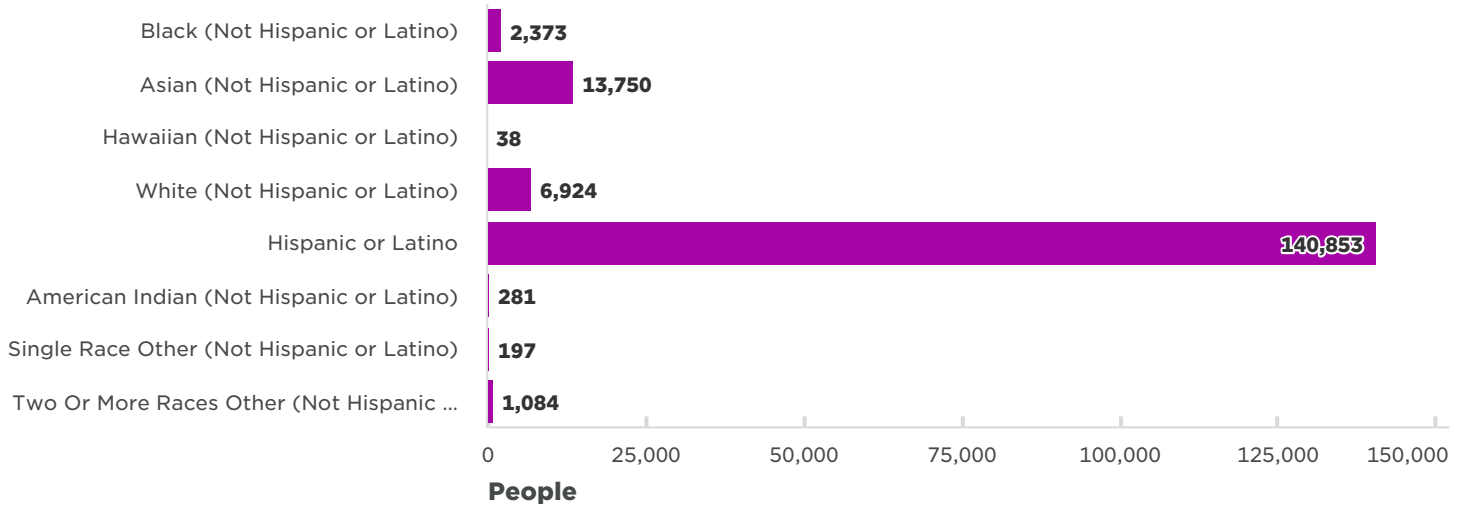*Sources: US Census ACS 5-year 2015-2019*

9,854
Sites
Number of Businesses

All active businesses registered with the Office of Finance. Date of capture: February 16, 2021.
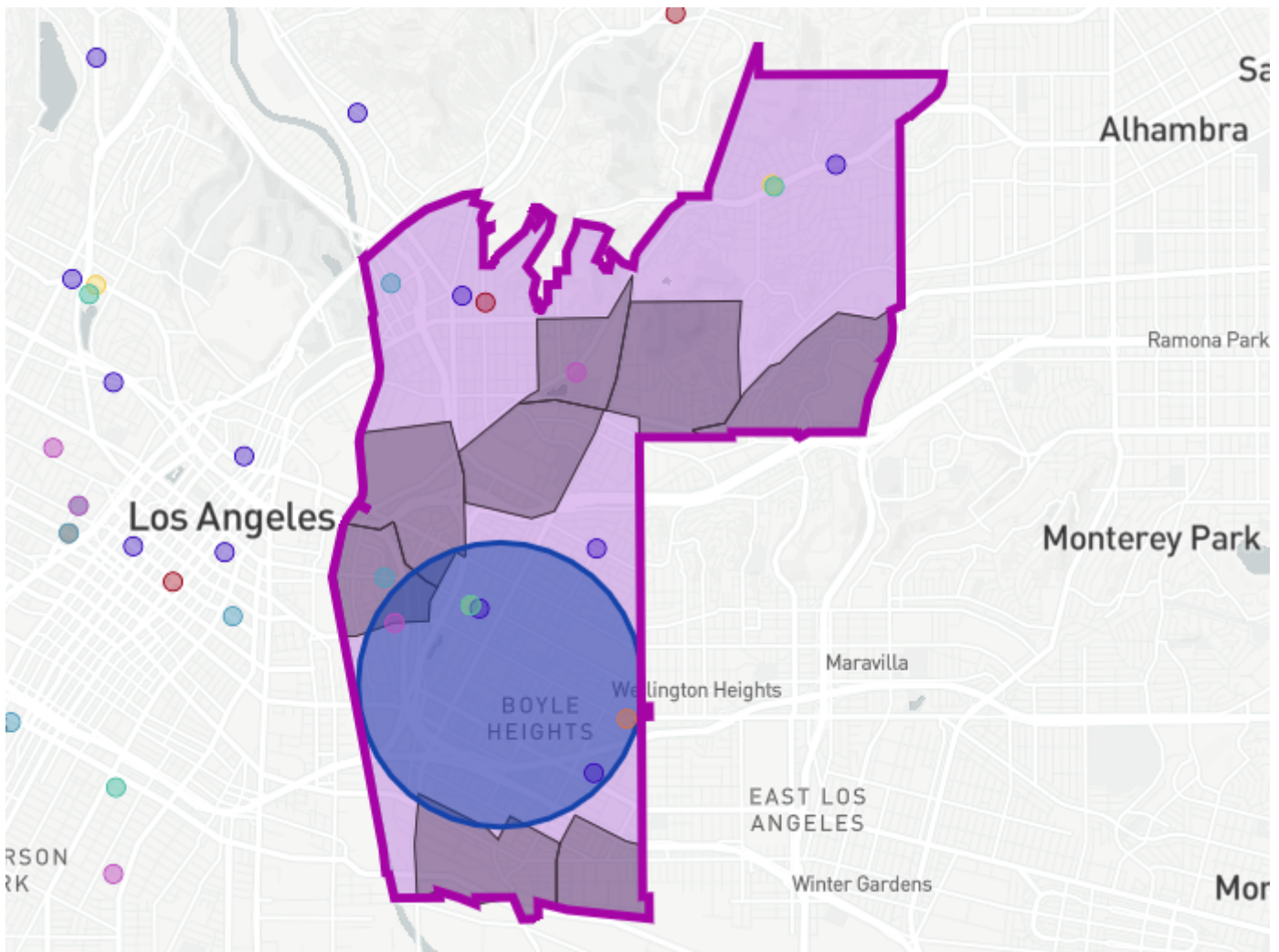
Language Spoken at Home

Language	People
English Only	27,421
Spanish	114,889
Other Indo-European	719
Asian-Pacific Islander	10,957
Other	210

Sources: US Census ACS 5-year 2015-2019

Race/Ethnicity Totals

Race/Ethnicity	People
Black (Not Hispanic or Latino)	2,373
Asian (Not Hispanic or Latino)	13,750
Hawaiian (Not Hispanic or Latino)	38
White (Not Hispanic or Latino)	6,924
Hispanic or Latino	140,853
American Indian (Not Hispanic or Latino)	281
Single Race Other (Not Hispanic or Latino)	197
Two Or More Races Other (Not Hispanic ...	1,084

People

Sources: US Census ACS 5-year 2015-2019

Legend:
- Current WorkSource Centers
- Current YouthSource Centers
- Current FamilySource Centers
- Current BusinessSource Centers
- City Of LA Libraries
- DCA Arts and Cultural Centers
- Neighborhood City Halls and City Council District Offices
- Proposed Boyle Heights/Lincoln Heights Region
- Boyle Heights/Lincoln Heights Main Office
- Opportunity Zone
- CEDS Focus Area: Eastside of the City of Los Angeles

4. Pico Union/Westlake Region

The Pico Union/Westlake service area will cover the neighborhoods of Pico Union, Westlake, Downtown, Chinatown, Echo Park, Rampart Village, Koreatown, Harvard Heights and Council Districts One, Four, Thirteen, and Fourteen. The main office will be located in the Westlake neighborhood. The service area is within the Pico-Union/ Westlake targeted area as defined in the CEDS. The total population of the service area is 362,530 and 94,975, or 26.20%, are living in poverty. Approximately 279,148, or 77%, of the residents are in low- and moderate-income household. There are 56,766 active businesses within the service area. There are currently 29 Opportunity Zones established in the service area which is about 27.88% of the total census tracts. The Los Angeles Promise Zone is partially located within this service area.

362,530
People
Total Population

94,975
People
People Below Poverty Level

$45,167
USD
Median Household Income

35.4
Years
Median Age

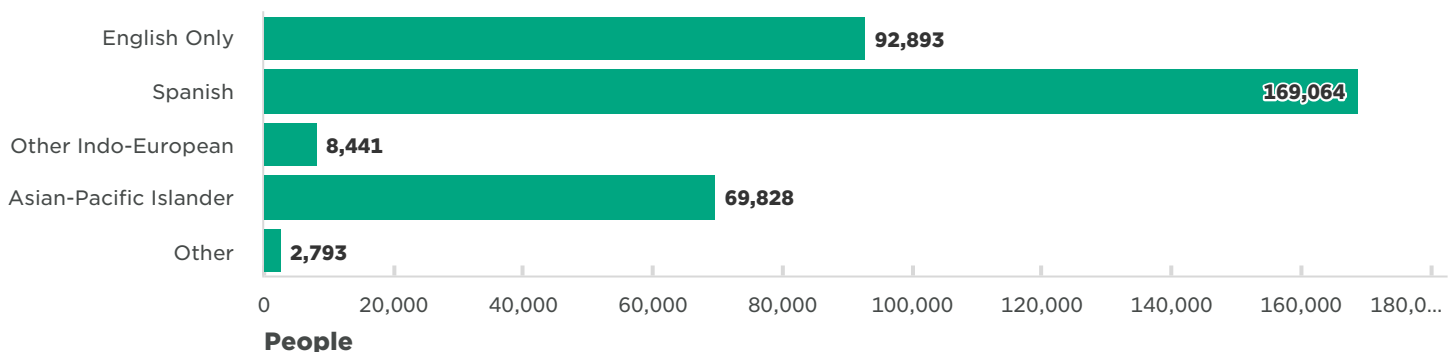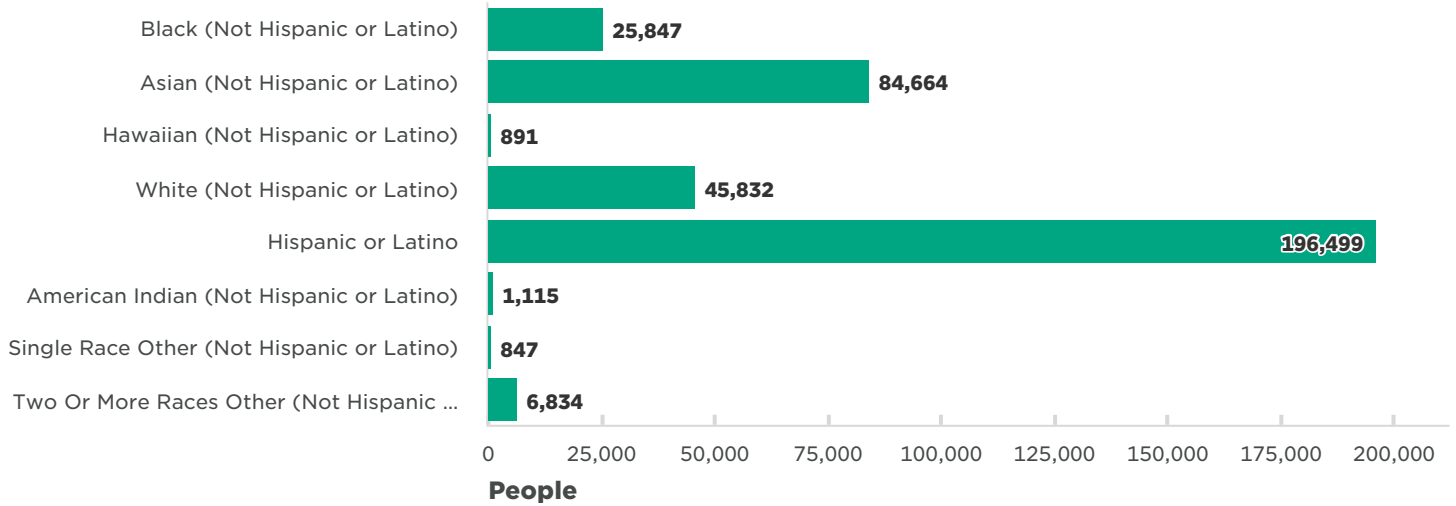*Sources: US Census ACS 5-year 2015-2019*

56,766
Sites
Number of Businesses

All active businesses registered with the Office of Finance. Date of capture: February 16, 2021.

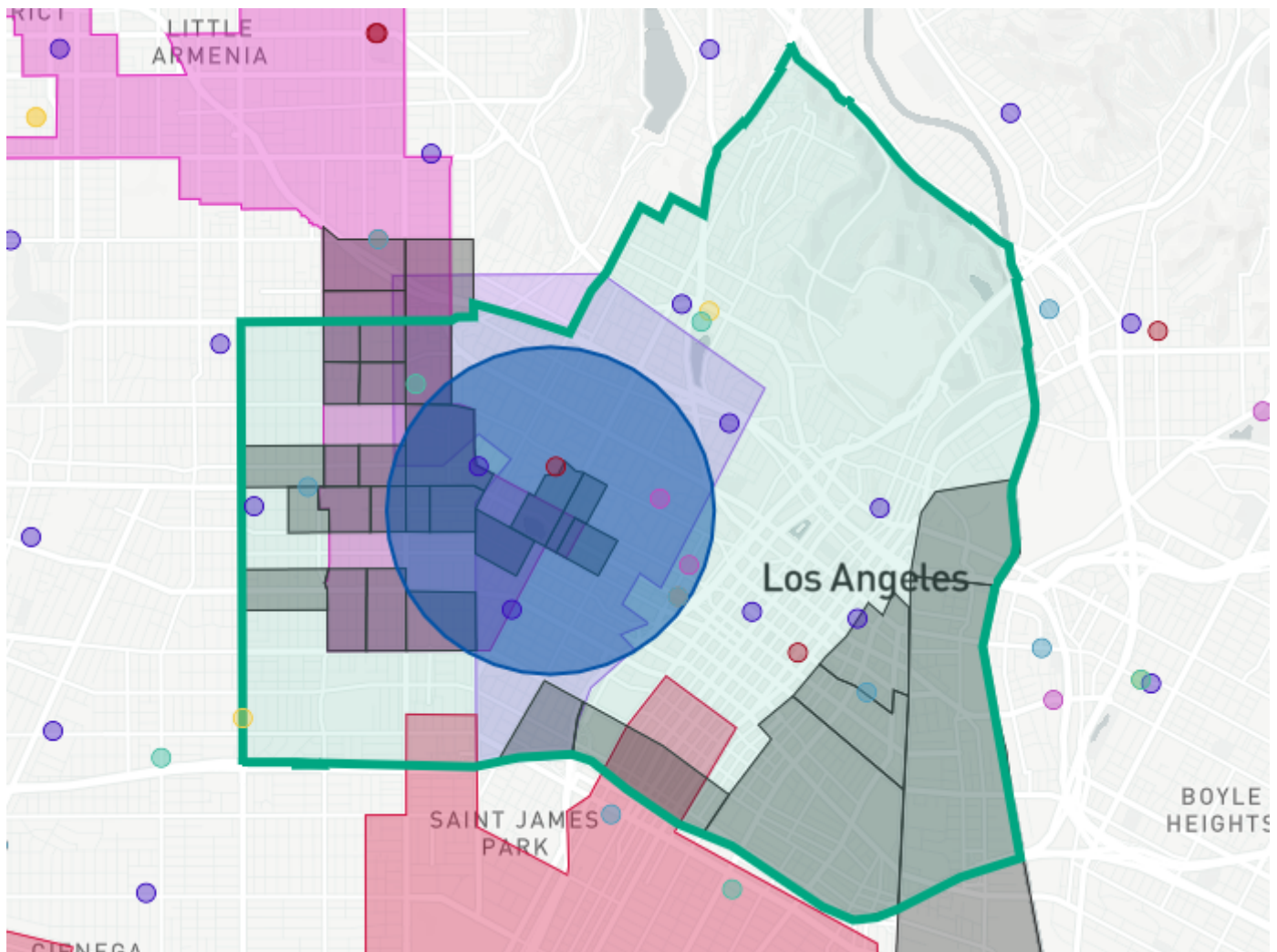## Language Spoken at Home

Language	People
English Only	92,893
Spanish	169,064
Other Indo-European	8,441
Asian-Pacific Islander	69,828
Other	2,793

People

Sources: US Census ACS 5-year 2015-2019

Race/Ethnicity Totals

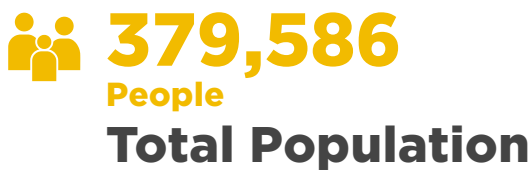| Race/Ethnicity	People
Black (Not Hispanic or Latino)	25,847
Asian (Not Hispanic or Latino)	84,664
Hawaiian (Not Hispanic or Latino)	891
White (Not Hispanic or Latino)	45,832
Hispanic or Latino	196,499
American Indian (Not Hispanic or Latino)	1,115
Single Race Other (Not Hispanic or Latino)	847
Two Or More Races Other (Not Hispanic ...	6,834

People

Sources: US Census ACS 5-year 2015-2019

Legend:

- Current WorkSource Centers
- Current YouthSource Centers
- Current FamilySource Centers
- Current BusinessSource Centers
- City Of LA Libraries
- DCA Arts and Cultural Centers
- Neighborhood City Halls and City Council District Offices
- Proposed Pico-Union/Westlake Region
- Pico-Union/Westlake Main Office
- Opportunity Zones
- Los Angeles Promise Zone
- South Los Angeles Promise Zone "Slate-Z"
- CEDS Focus Area: Pico-Union/Westlake

5. South Los Angeles Region

The South Los Angeles service area will cover the neighborhoods of West Adams, Jefferson Park, Adams-Normandie, University Park, Baldwin Hills/Crenshaw, Leimert Park, Exposition Park, Vermont Square, Hyde Park, Chesterfield Square, Harvard Park, Vermont-Slauson, Manchester Square, Vermont Knolls, Gramercy Park, Vermont Vista, and Council Districts Eight, Nine, and Ten. The main office will be located in the Vermont/Slauson and Vermont Square neighborhoods. The service area is within the South Los Angeles targeted area as defined in the CEDS. The total population of the service area is 379,586 and 93,352, or 27%, are living in poverty. Approximately 235,401, or 63%, of the residents are in low and moderate-income households. There are 23,001 active businesses within the service area. There are currently 22 Opportunity Zones established in the service area which is about 25% of the total census tracts. The South Los Angeles Promise Zone, otherwise known as the South Los Angeles Transit Empowerment Zone or Slate-Z, is partially located within this service area.
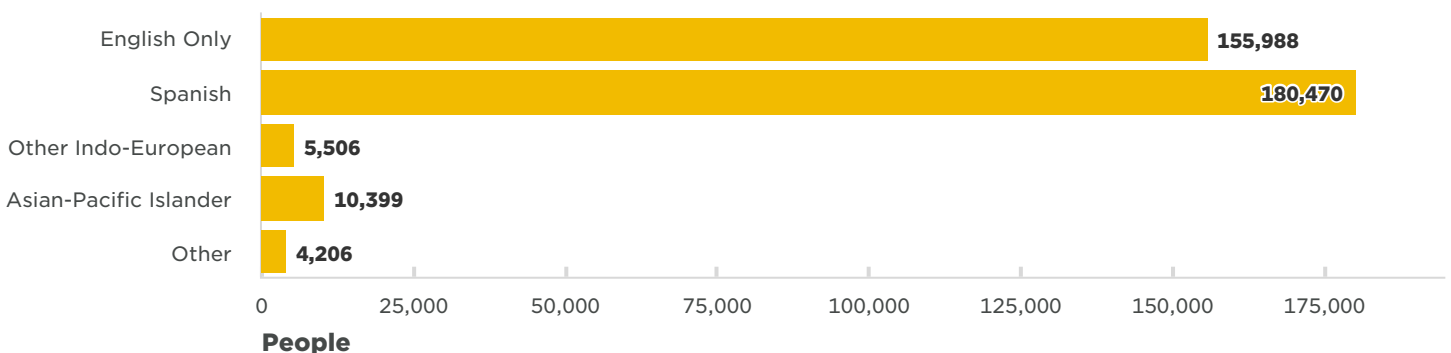
379,586
People
Total Population

93,352
People
People Below Poverty Level

$45,918
USD
Median Household Income

34.8
Years
Median Age

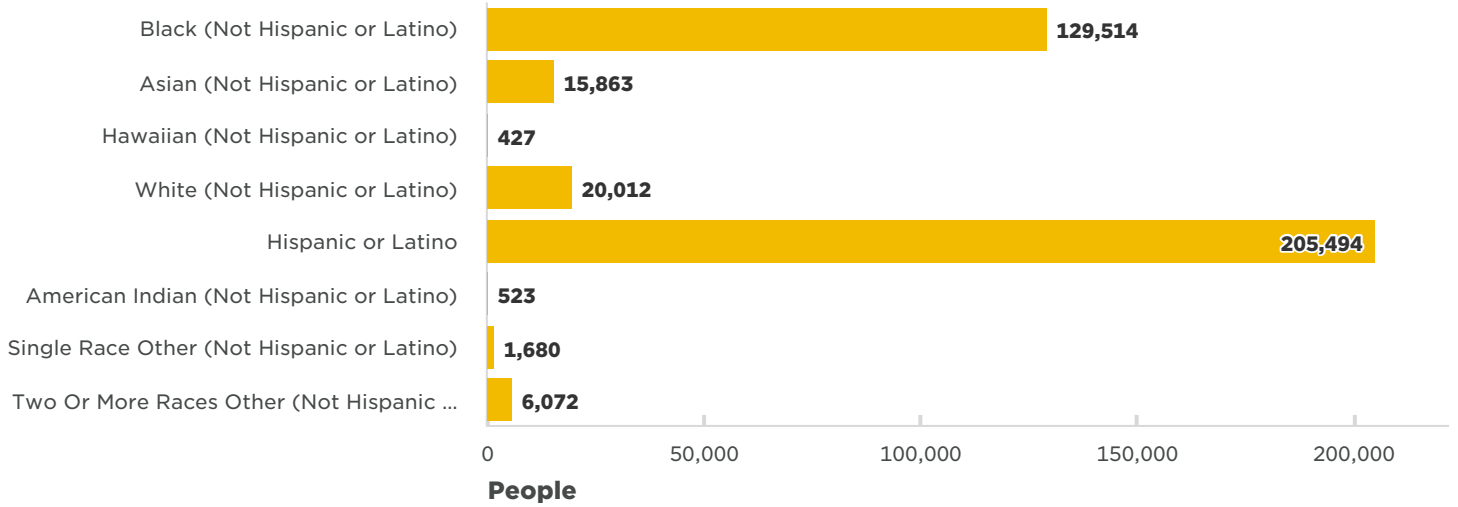*Sources: US Census ACS 5-year 2015-2019*

23,001
Sites
Number of Businesses

All active businesses registered with the Office of Finance. Date of capture: February 16, 2021.

Language Spoken at Home

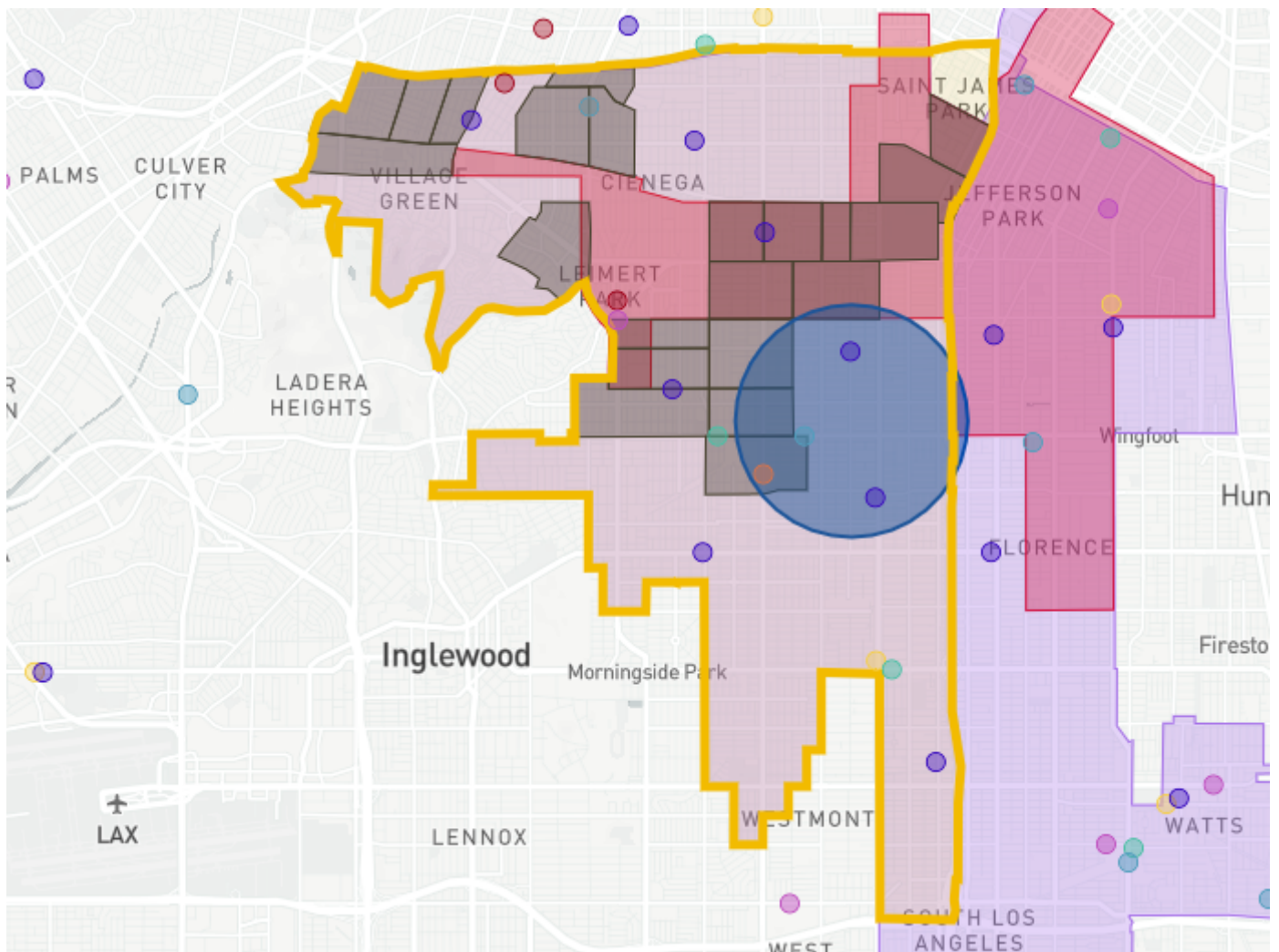| Language	People
English Only	155,988
Spanish	180,470
Other Indo-European	5,506
Asian-Pacific Islander	10,399
Other	4,206

Sources: US Census ACS 5-year 2015-2019

Race/Ethnicity Totals

	People
Black (Not Hispanic or Latino)	129,514
Asian (Not Hispanic or Latino)	15,863
Hawaiian (Not Hispanic or Latino)	427
White (Not Hispanic or Latino)	20,012
Hispanic or Latino	205,494
American Indian (Not Hispanic or Latino)	523
Single Race Other (Not Hispanic or Latino)	1,680
Two Or More Races Other (Not Hispanic ...	6,072

Sources: US Census ACS 5-year 2015-2019

Legend:

- Current WorkSource Centers
- Current YouthSource Centers
- Current FamilySource Centers
- Current BusinessSource Centers
- City Of LA Libraries
- DCA Arts and Cultural Centers
- Neighborhood City Halls and City Council District Offices
- Proposed South Los Angeles Region
- South LA Main Office
- Opportunity Zones
- South Los Angeles Promise Zone "Slate-Z"
- CEDS Focus Area: South Los Angeles

6. Harbor Region

The Harbor service area will cover the neighborhoods of Harbor Gateway, Harbor City, Wilmington, San Pedro and Council District Fifteen. The main office will be located in the San Pedro neighborhood. The service area is within the Harbor targeted area as defined in the CEDS. The total population of the service area is 215,803 and 39,075, or 18.11%, are living in poverty. Approximately 90,637, or 42%, of the residents are in low- and moderate-income household. There are 11,247 active businesses within the service area. There are currently 12 Opportunity Zones established in the service area which is about 21.82% of the total census tracts. A Promise Zone is not currently established in the service area.
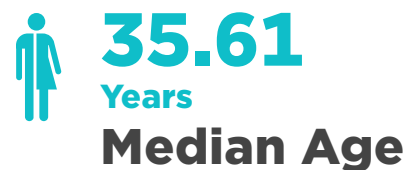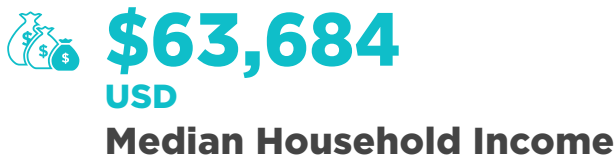
215,803
People
Total Population

39,075
People
People Below Poverty Level

$63,684
USD
Median Household Income

35.61
Years
Median Age

Sources: US Census ACS 5-year 2015-2019

11,247
Sites
Number of Businesses

All active businesses registered with the Office of Finance. Date of capture: February 16, 2021.

Language Spoken at Home

Language	People
English Only	81,084
Spanish	99,540
Other Indo-European	5,357
Asian-Pacific Islander	13,632
Other	743

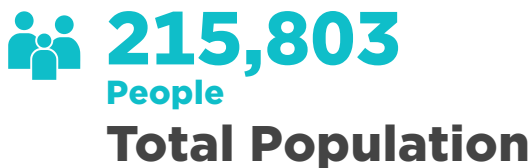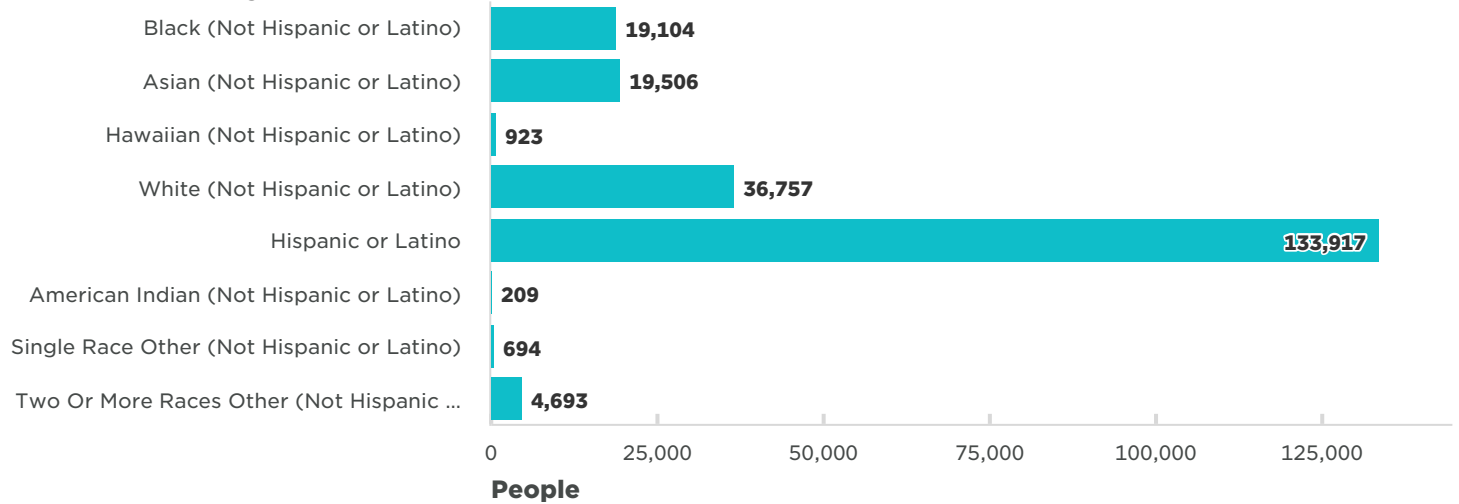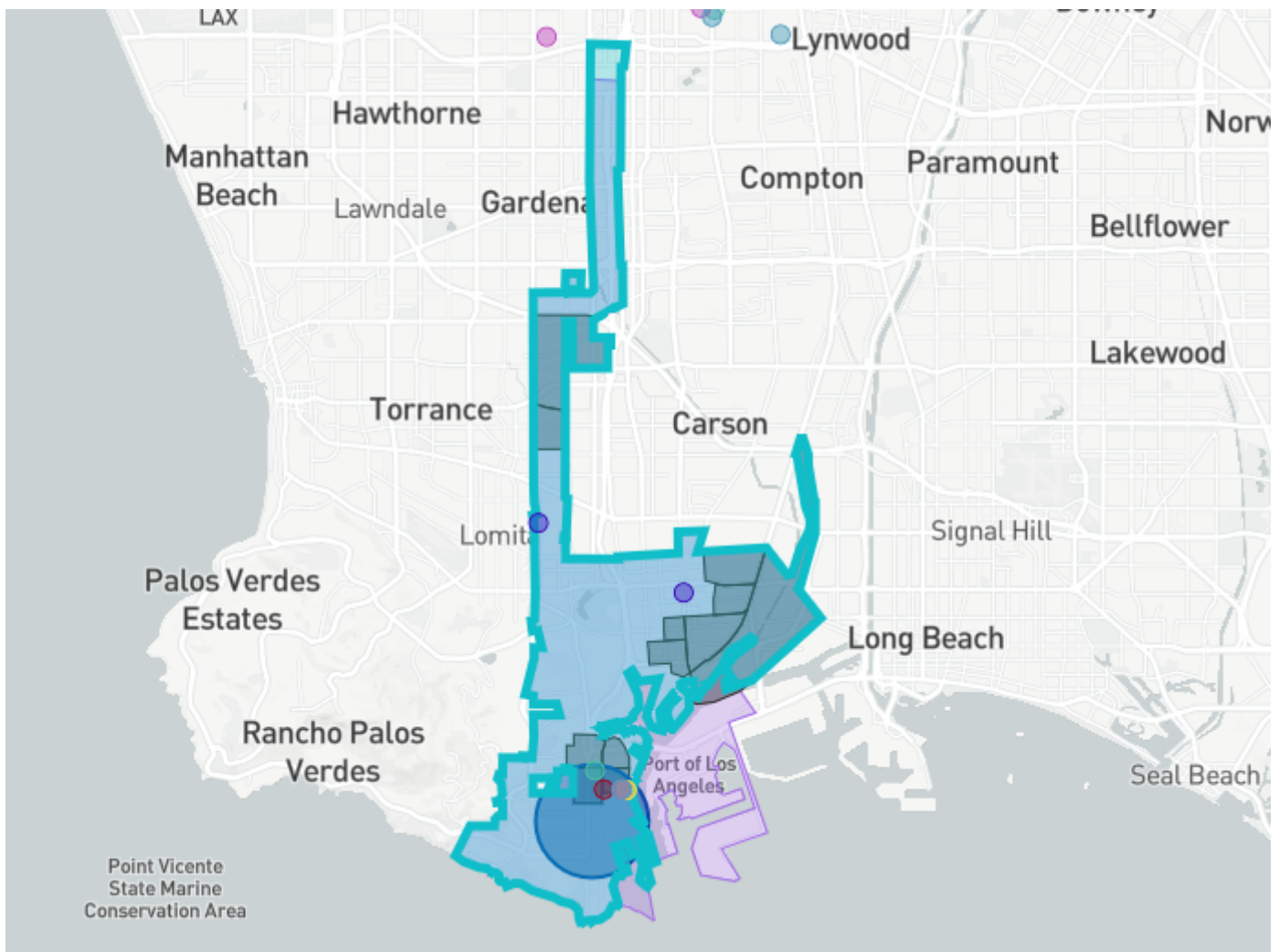*Sources: US Census ACS 5-year 2015-2019*

Race/Ethnicity Totals

Race/Ethnicity	People
Black (Not Hispanic or Latino)	19,104
Asian (Not Hispanic or Latino)	19,506
Hawaiian (Not Hispanic or Latino)	923
White (Not Hispanic or Latino)	36,757
Hispanic or Latino	133,917
American Indian (Not Hispanic or Latino)	209
Single Race Other (Not Hispanic or Latino)	694
Two Or More Races Other (Not Hispanic ...	4,693

People

Sources: US Census ACS 5-year 2015-2019
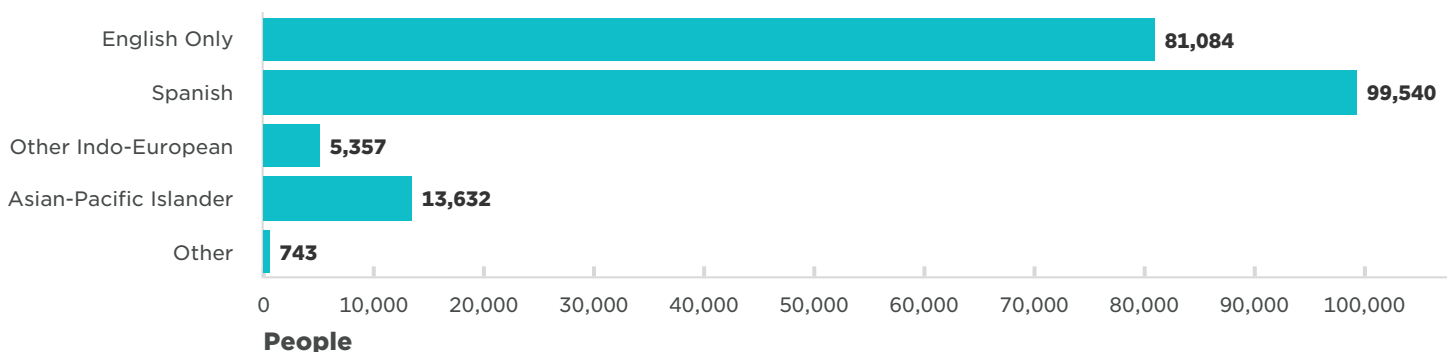
Legend:
- Current WorkSource Centers
- Current YouthSource Centers
- Current FamilySource Centers
- Current BusinessSource Centers
- City Of LA Libraries
- DCA Arts and Cultural Centers
- Neighborhood City Halls and City Council District Offices
- Proposed Harbor Region
- Harbor Main Office
- Opportunity Zones
- CEDS Focus Area: Harbor Area

7. North Valley Region

The North Valley service area will cover the neighborhoods of Sylmar, Mission Hills, North Hills, Panorama City, Arleta, Pacoima, Lake View Terrace, Hansen Dam, Sun Valley, Shadow Hills, Sunland, Tujunga, and Council Districts Six and Seven. The main office will be located in the Pacoima neighborhood. The service area is within the Eastern San Fernando Valley targeted area as defined in the CEDS. The total population of the service area is 468,654 and 77,041, or 16.44%, are living in poverty. Approximately 271,819, or 58%, of the residents are in low- and moderate-income household. There are 31,594 active businesses within the service area. There are currently 22 Opportunity Zones established in the service area which is about 20% of the total census tracts. A Promise Zone is not currently established in the service area.

468,654
People
Total Population

77,041
People
People Below Poverty Level

$65,528
USD
Median Household Income

35.7
Years
Median Age

Sources: US Census ACS 5-year 2015-2019
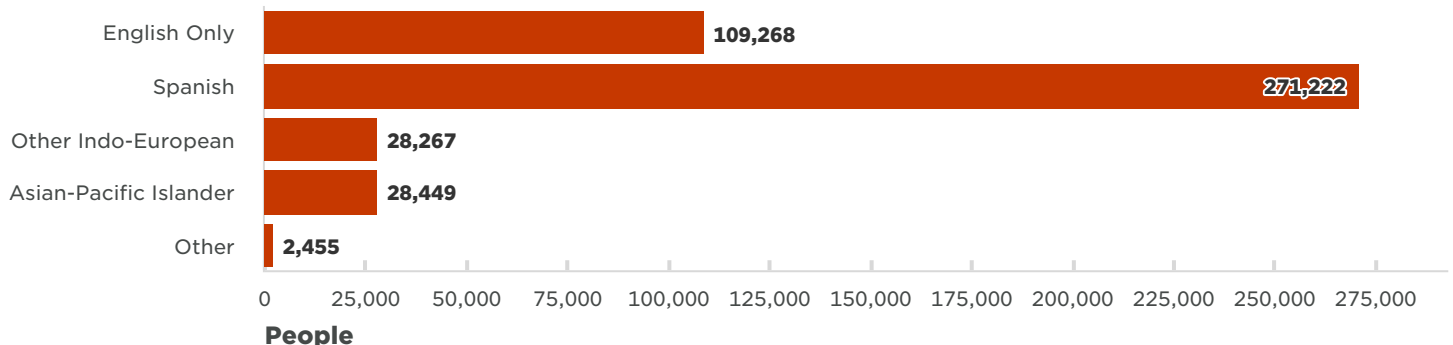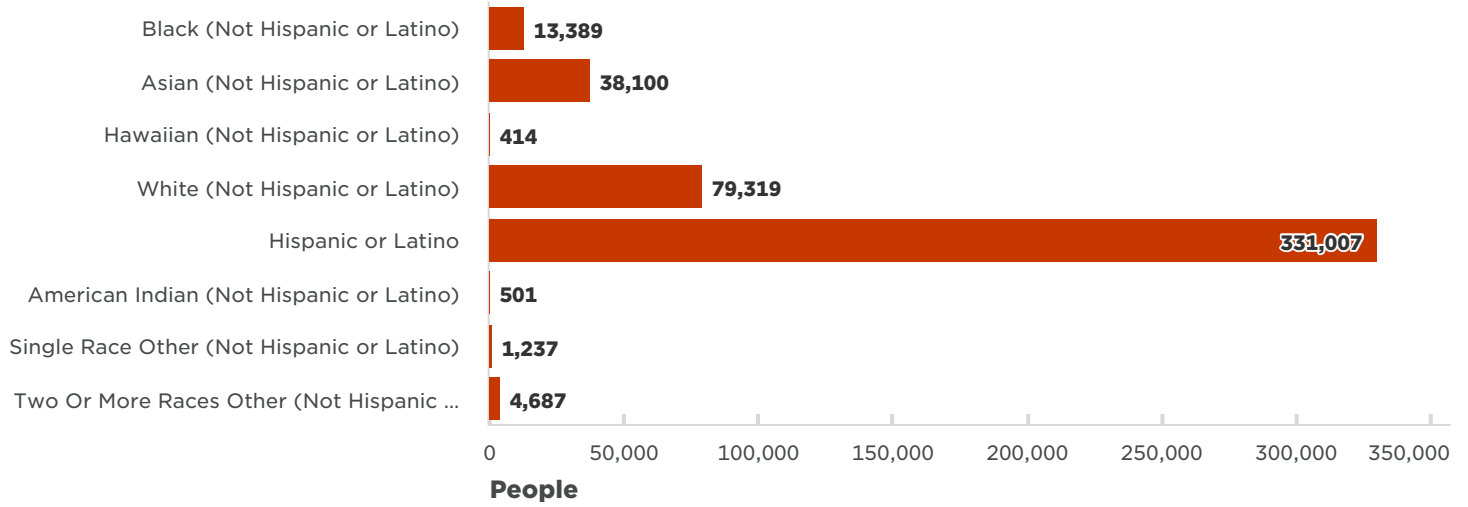
31,594
Sites
Number of Businesses

All active businesses registered with the Office of Finance. Date of capture: February 16, 2021.

Language Spoken at Home
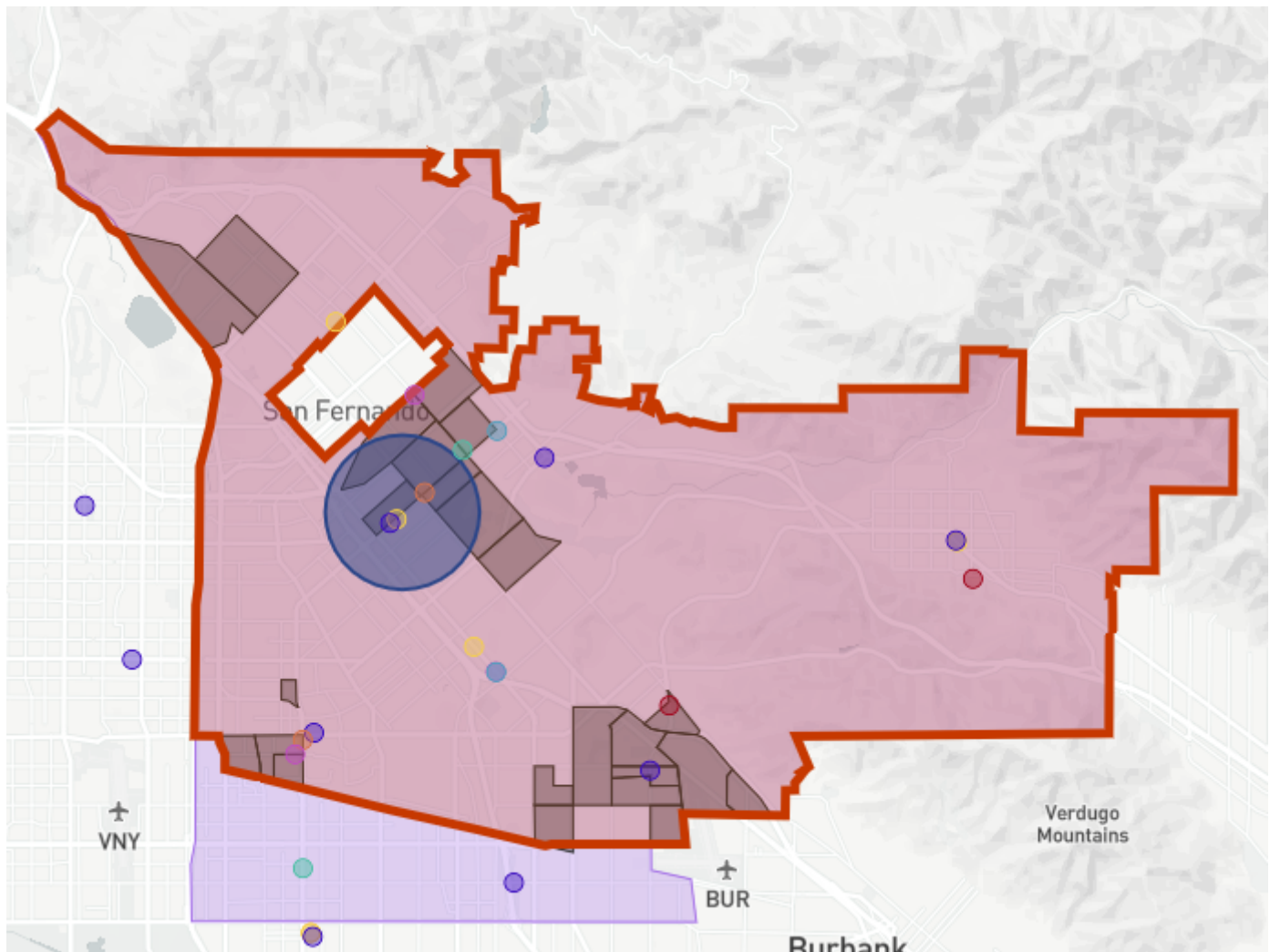
Language	People
English Only	109,268
Spanish	271,222
Other Indo-European	28,267
Asian-Pacific Islander	28,449
Other	2,455

People

Sources: US Census ACS 5-year 2015-2019

Race/Ethnicity Totals

Race/Ethnicity	People
Black (Not Hispanic or Latino)	13,389
Asian (Not Hispanic or Latino)	38,100
Hawaiian (Not Hispanic or Latino)	414
White (Not Hispanic or Latino)	79,319
Hispanic or Latino	331,007
American Indian (Not Hispanic or Latino)	501
Single Race Other (Not Hispanic or Latino)	1,237
Two Or More Races Other (Not Hispanic ...	4,687

Sources: US Census ACS 5-year 2015-2019
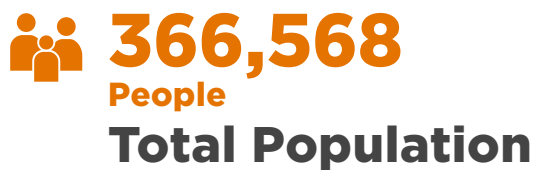

- ● Current WorkSource Centers
- ● Current YouthSource Centers
- ● Current FamilySource Centers
- ● Current BusinessSource Centers
- ● City Of LA Libraries
- ● DCA Arts and Cultural Centers
- ● Neighborhood City Halls and City Council District Offices

- ▭ Proposed North Valley Region
- ▭ North Valley Main Office
- ▭ Opportunity Zones
- ▭ CEDS Focus Area: Eastern San Fernando Valley

8. Hollywood Region [1]

The Hollywood service area will cover the neighborhoods of Hollywood, East Hollywood, Los Feliz, Silver Lake, Fairfax, Hancock Park, Larchmont, Windsor Square, Mid-Wilshire, Koreatown, Harvard Heights, Arlington Heights, Mid-City, and Council Districts Four, Five, Ten, and Thirteen. The main office will be located in the East Hollywood neighborhood. The service area is not within any targeted area as defined in the CEDS, however, EDD staff believe this area would suffer from the loss of direct services. The total population of the service area is 366,568 and 58,424, or 15.94%, are living in poverty. Approximately 223,606, or 61%, of the residents are in low- and moderate-income households. There are 57,348 active businesses within the service area. There are currently 27 Opportunity Zones established in the service area which is about 25.71% of the total census tracts. The Los Angeles Promise Zone is partially located within this service area.
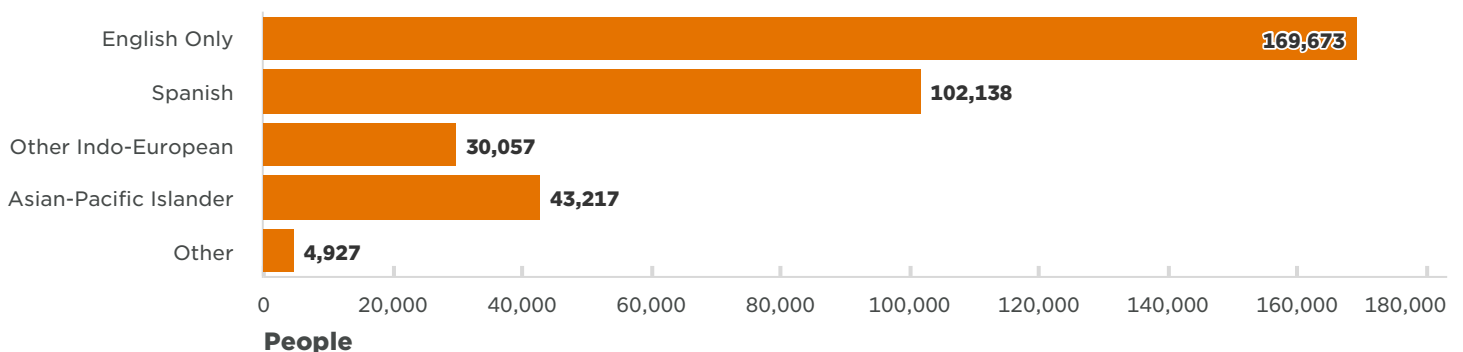
366,568
People
Total Population

58,424
People
People Below Poverty Level

$68,333
USD
Median Household Income

37.9
Years
Median Age

Sources: US Census ACS 5-year 2015-2019

57,348
Sites
Number of Businesses

All active businesses registered with the Office of Finance. Date of capture: February 16, 2021.

Language Spoken at Home

Language	People
English Only	169,673
Spanish	102,138
Other Indo-European	30,057
Asian-Pacific Islander	43,217
Other	4,927

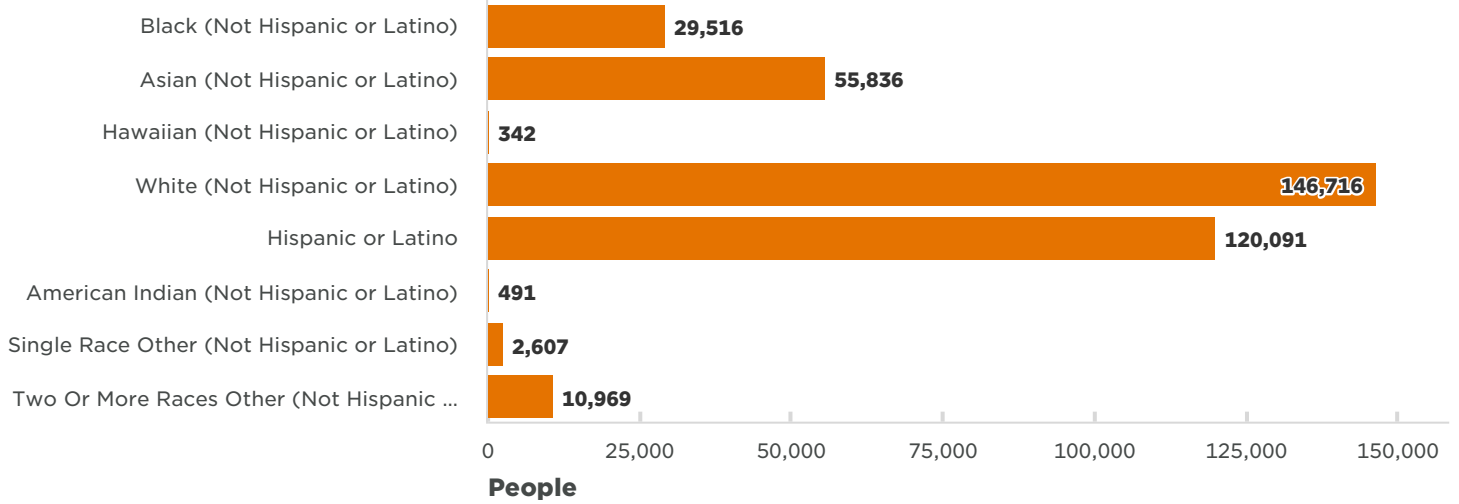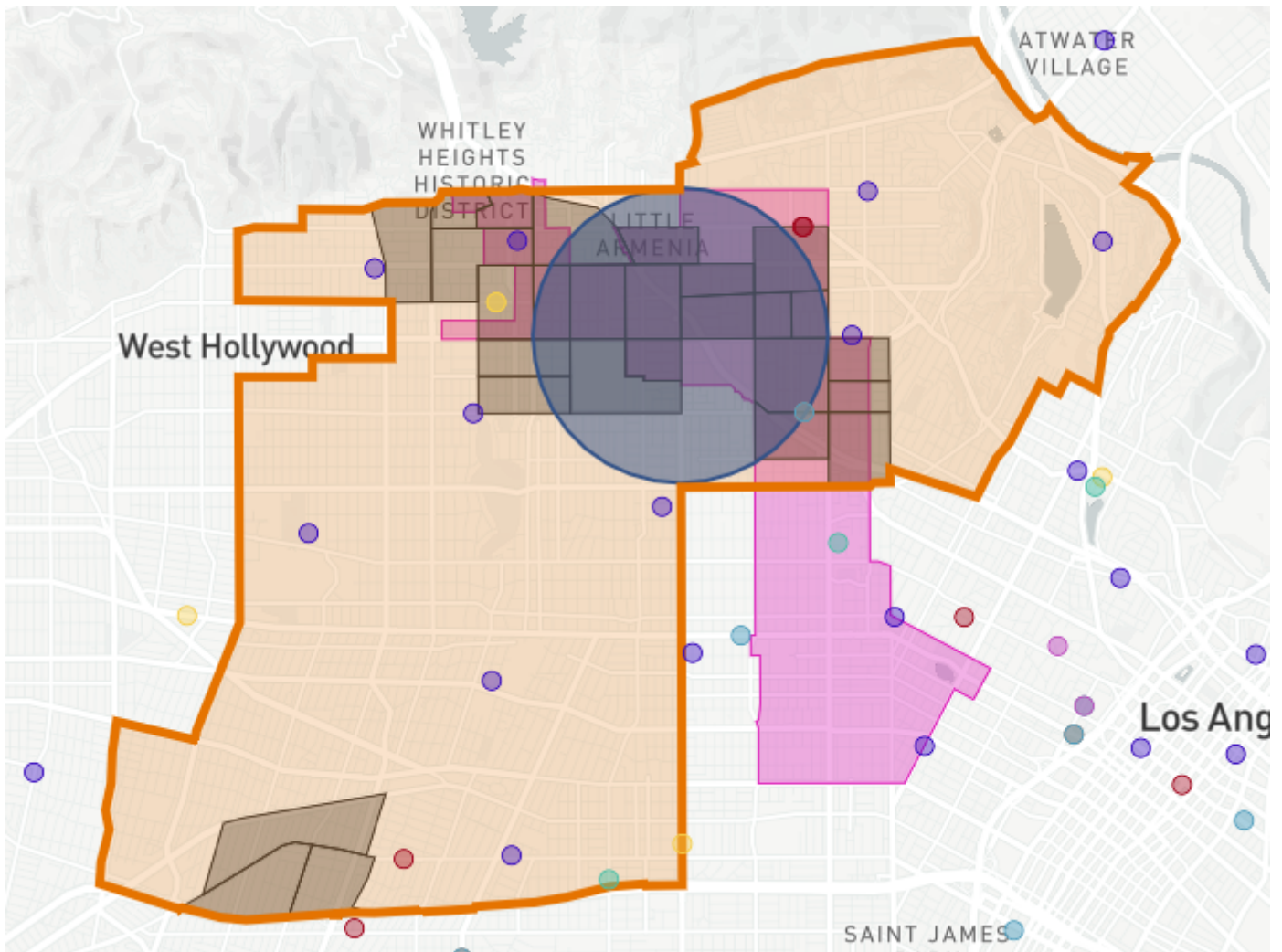**People**

Sources: US Census ACS 5-year 2015-2019

1 Hollywood and South Valley Region both scored the same number of points in the analysis (See page 24), therefore were given the same ranking number and then a gap is left in the ranking numbers.

Race/Ethnicity Totals

Race/Ethnicity	People
Black (Not Hispanic or Latino)	29,516
Asian (Not Hispanic or Latino)	55,836
Hawaiian (Not Hispanic or Latino)	342
White (Not Hispanic or Latino)	146,716
Hispanic or Latino	120,091
American Indian (Not Hispanic or Latino)	491
Single Race Other (Not Hispanic or Latino)	2,607
Two Or More Races Other (Not Hispanic ...	10,969

People

Sources: US Census ACS 5-year 2015-2019

Legend:
- Current WorkSource Centers
- Current YouthSource Centers
- Current FamilySource Centers
- Current BusinessSource Centers
- City Of LA Libraries
- DCA Arts and Cultural Centers
- Neighborhood City Halls and City Council District Offices
- Proposed Hollywood Region
- Hollywood Main Office
- Opportunity Zones
- Los Angeles Promise Zone

8. South Valley Region [1]

The South Valley service area will cover the neighborhoods of Van Nuys, Valley Glen, North Hollywood, Sherman Oaks, Valley Village, Studio City, Toluca Lake and Council Districts Two, Four, and Six. The main office will be located in the Van Nuys neighborhood. The service area is within the Eastern San Fernando Valley targeted area as defined in the CEDS. The total population of the service area is 373,386 and 58,581, or 16%, are living in poverty. Approximately 197,855, or 53%, of the residents are in low- and moderate-income household. There are 56,127 active businesses within the service area. There are currently 26 Opportunity Zones established in the service area which is about 27% of the total census tracts. A Promise Zone is not currently established in the service area.

373,312
People
Total Population

56,484
People
People Below Poverty Level

$73,819
USD
Median Household Income

37.6
Years
Median Age

Sources: US Census ACS 5-year 2015-2019

56,127
Sites
Number of Businesses
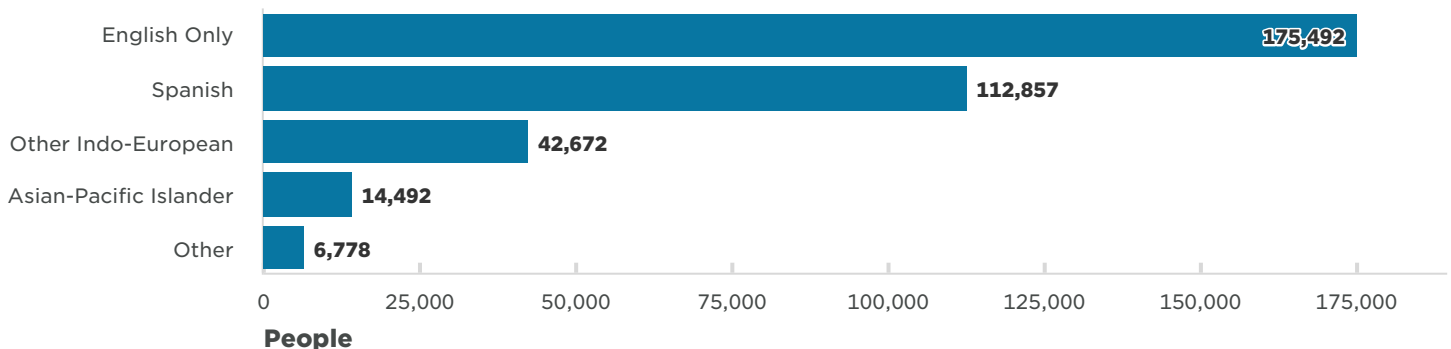
All active businesses registered with the Office of Finance. Date of capture: February 16, 2021.

Language Spoken at Home

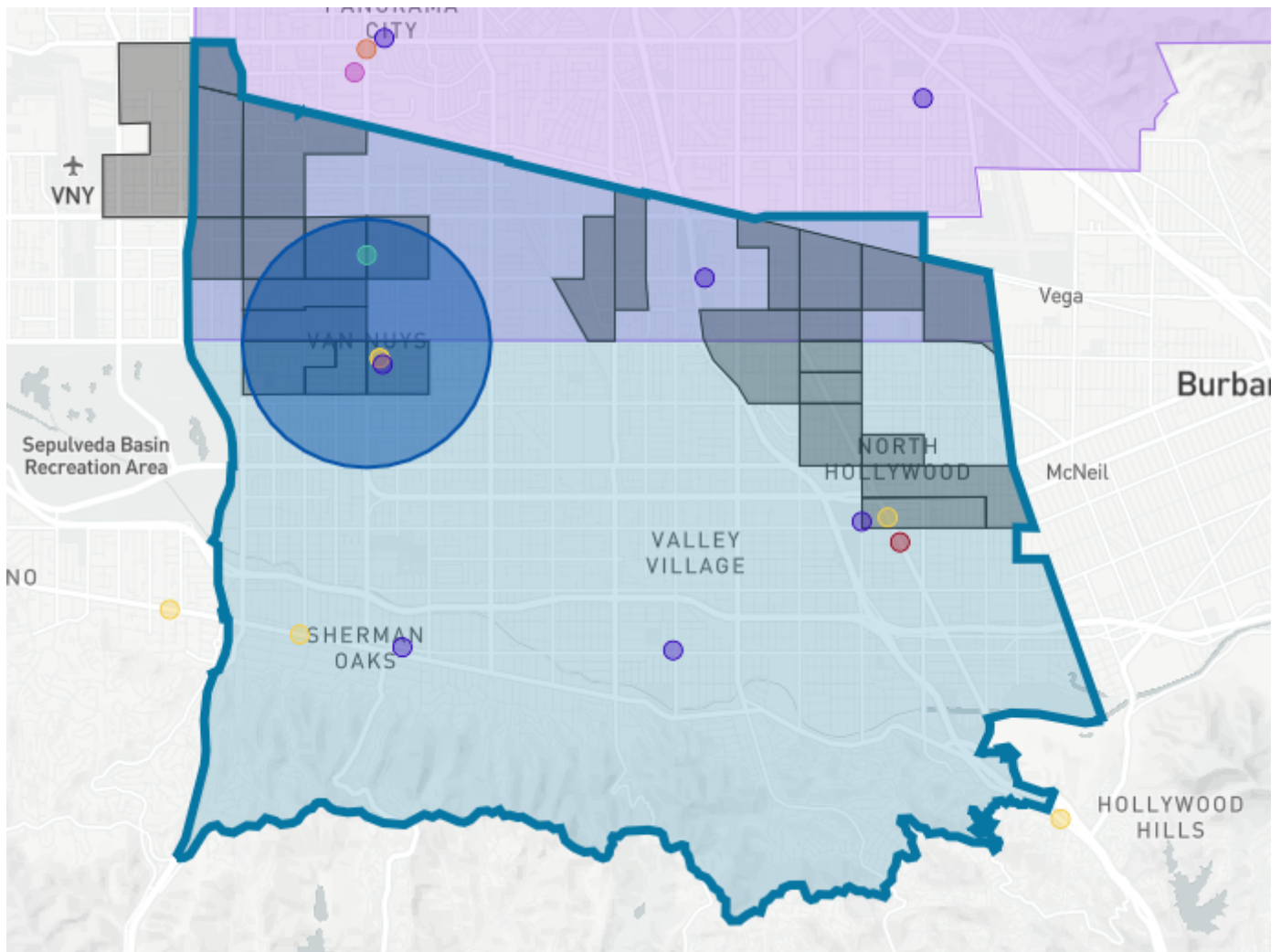| Language	People
English Only	175,492
Spanish	112,857
Other Indo-European	42,672
Asian-Pacific Islander	14,492
Other	6,778

People

Sources: US Census ACS 5-year 2015-2019

Race/Ethnicity Totals

Category	People
Black (Not Hispanic or Latino)	19,569
Asian (Not Hispanic or Latino)	25,287
Hawaiian (Not Hispanic or Latino)	347
White (Not Hispanic or Latino)	175,837
Hispanic or Latino	140,026
American Indian (Not Hispanic or Latino)	378
Single Race Other (Not Hispanic or Latino)	1,104
Two Or More Races Other (Not Hispanic ...	10,765

People

Sources: US Census ACS 5-year 2015-2019

Legend:

- Current WorkSource Centers
- Current YouthSource Centers
- Current FamilySource Centers
- Current BusinessSource Centers
- City Of LA Libraries
- DCA Arts and Cultural Centers
- Neighborhood City Halls and City Council District Offices
- Proposed South Valley Region
- South Valley Main Office
- Opportunity Zones
- CEDS Focus Area: Eastern San Fernando Valley

10. West Valley Region

The West Valley service area will cover the neighborhoods of Northridge, North Hills, Reseda, Lake Balboa, Tarzana, Encino, Sepulveda Basin, Canoga Park, Winnetka, Porter Ranch, Granada Hills, and Council Districts Three, Five, Six, and Twelve. The main office will be located in the Reseda neighborhood. The service area is not within any targeted area as defined in the CEDS, however, EDD staff believe this area would suffer from the loss of direct services. The total population of the service area is 482,862 and 58,195, or 12.05%, are living in poverty. Approximately 207,631, or 43%, of the residents are in low- and moderate-income households. There are 53,356 active businesses within the service area. There are currently 11 Opportunity Zones established in the service area which is about 10% of the total census tracts. A Promise Zone is not currently established in the service area.

482,862
People
Total Population

58,195
People
People Below Poverty Level

$83,578
USD
Median Household Income

39.4
Years
Median Age

Sources: US Census ACS 5-year 2015-2019
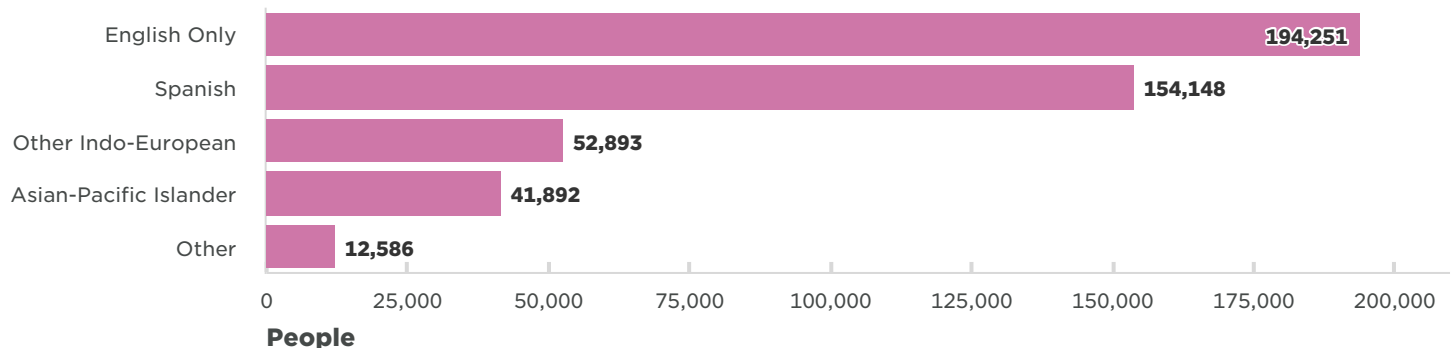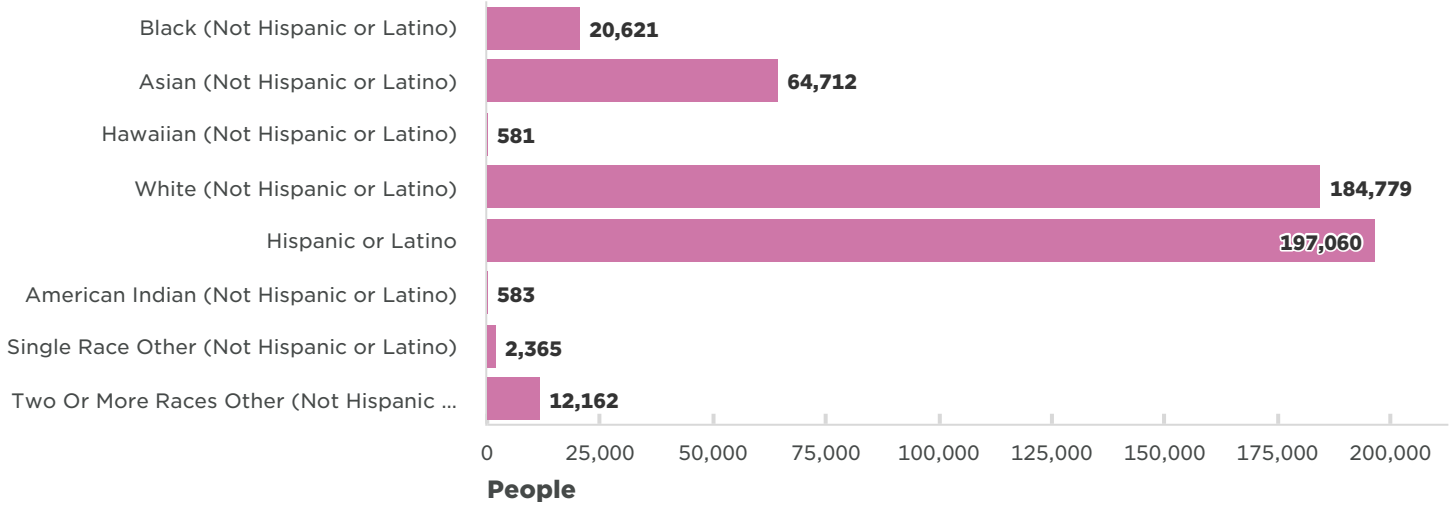
53,356
Sites
Number of Businesses

All active businesses registered with the Office of Finance. Date of capture: February 16, 2021.

Language Spoken at Home

Language	People
English Only	194,251
Spanish	154,148
Other Indo-European	52,893
Asian-Pacific Islander	41,892
Other	12,586

People

Sources: US Census ACS 5-year 2015-2019

Race/Ethnicity Totals

	People
Black (Not Hispanic or Latino)	20,621
Asian (Not Hispanic or Latino)	64,712
Hawaiian (Not Hispanic or Latino)	581
White (Not Hispanic or Latino)	184,779
Hispanic or Latino	197,060
American Indian (Not Hispanic or Latino)	583
Single Race Other (Not Hispanic or Latino)	2,365
Two Or More Races Other (Not Hispanic ...	12,162

People

Sources: US Census ACS 5-year 2015-2019

Legend:
- Current WorkSource Centers
- Current YouthSource Centers
- Current FamilySource Centers
- Current BusinessSource Centers
- City Of LA Libraries
- DCA Arts and Cultural Centers
- Neighborhood City Halls and City Council District Offices
- West Valley Main Office
- Opportunity Zones
- Proposed West Valley BSC Service Area
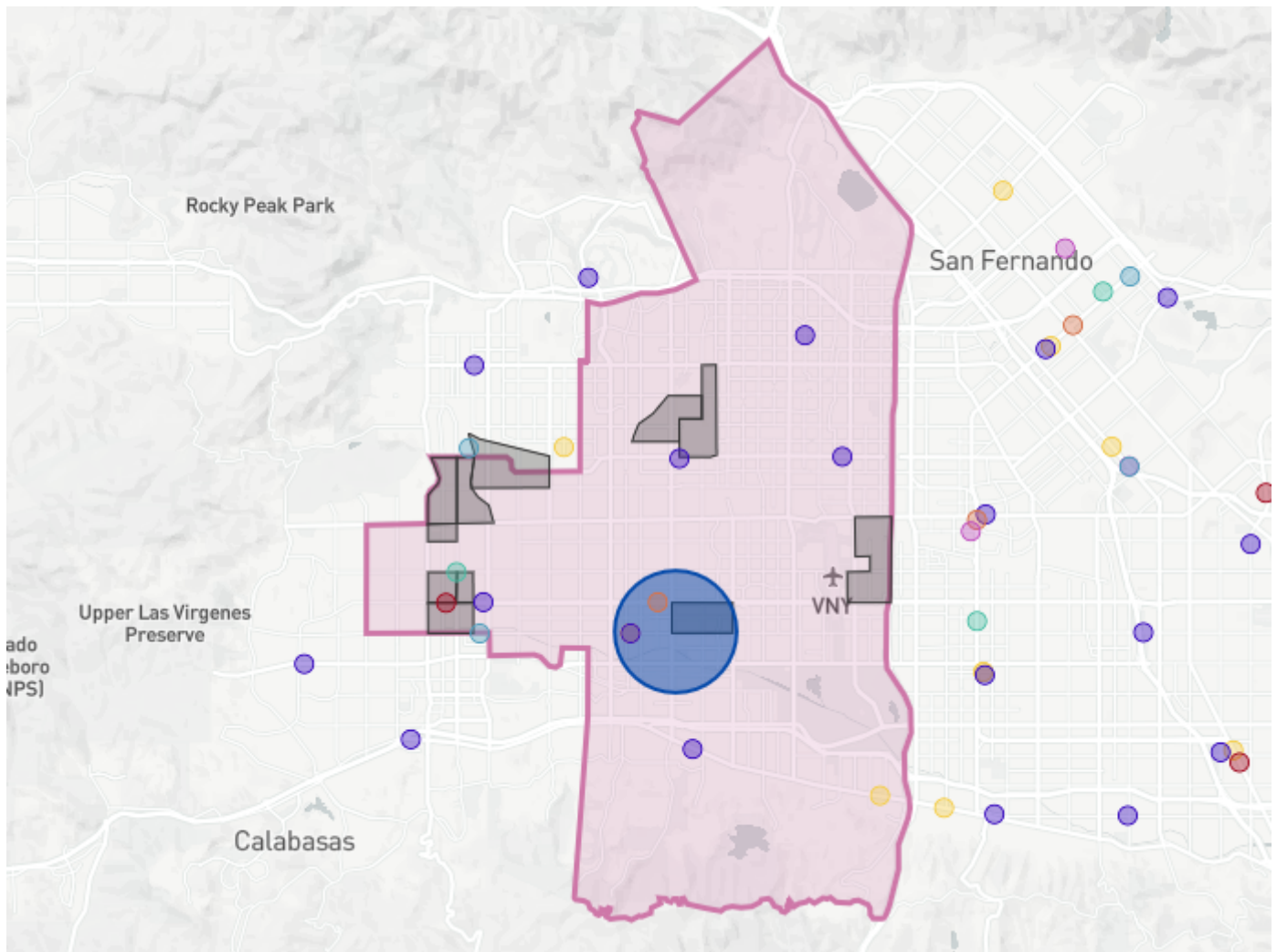
Conclusion

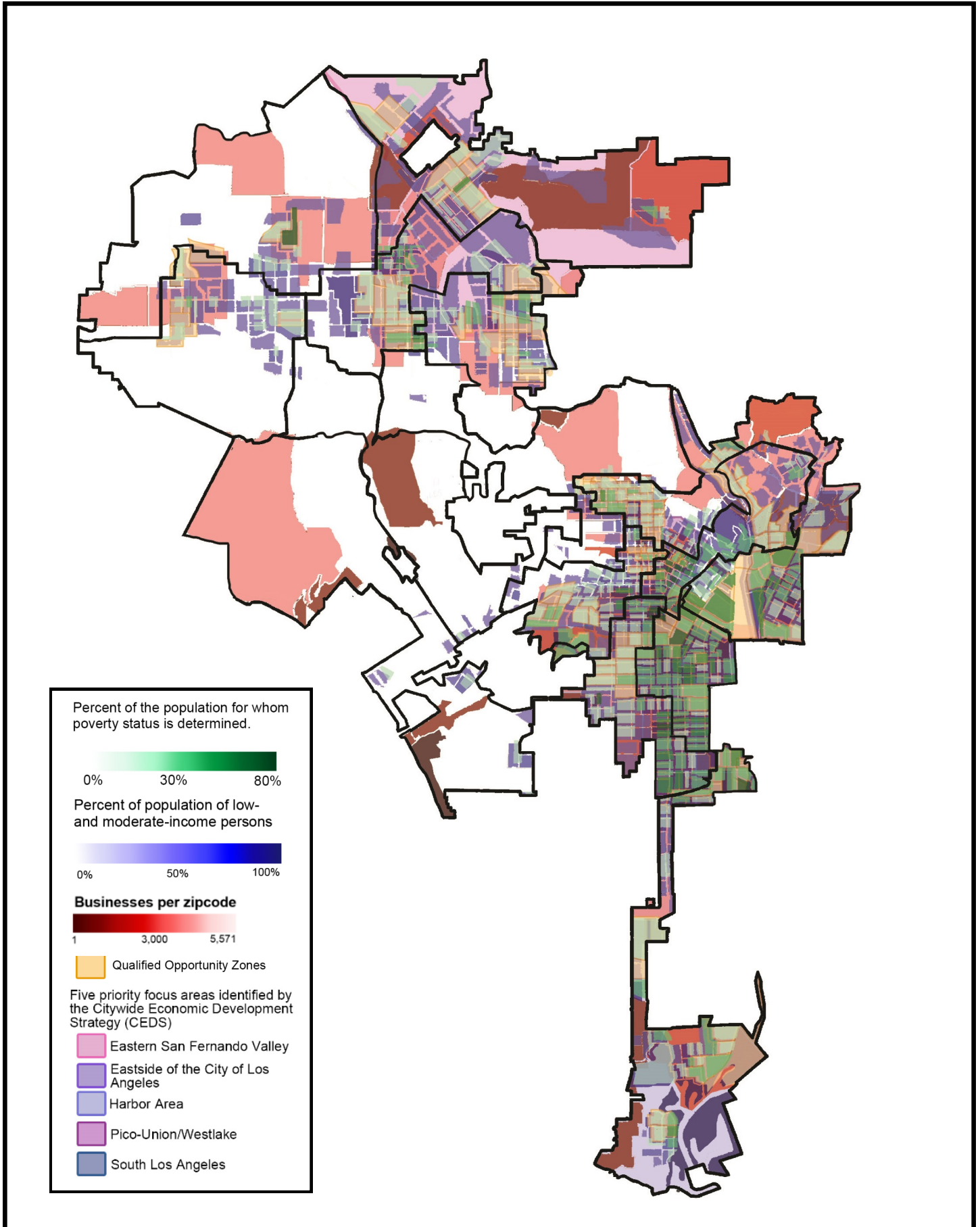The main goal of the program redesign is to ensure the BSC program can better reach the underserved populations of the City of Los Angeles. The BSC program provides services citywide, however, the main outreach for each center will be focused on their designated service area. A one-mile radius for the main office is established for all service areas and the proposers should identify an office space within the radius. The service areas were determined after comparing the poverty rates using data from 2014-2018 American Community Survey Five Year Estimates, Businesses with active Duns numbers with under 500 employees and sales volumes under $7.5 million using the Dun and Bradstreet Market Insight tool captured on July 15, 2019, persons in low- and moderate-income households using data from 2011-2015 American Community Survey Five Year Estimates per U.S. Department of Housing and Urban Development (HUD)'s Community Planning and Development (CPD) Notice 19-02, the number of established opportunity zones compared to the total number of census tracts, Promise Zones, and the target areas addressed in the CEDS (see Appendix 1). The previous service areas Central West and Mid-City were combined and more focused on the Pico-Union/Westlake region. The previous South Los Angeles and Harbor service areas were split into four service areas, South Los Angeles, Watts, Southeast Los Angeles, and Harbor, using the 110 freeway and West Manchester Avenue as natural barriers. The methodology to determine the greatest need was based on a point system method comparing all the regions and current economic development factors mentioned previously including business with active Business Tax Registration Numbers (BTRC) as of February 16, 2021. Points were distributed according to rank with ten the maximum and one the minimum. Five points were given to service areas in Promise Zones and target areas addressed in the CEDS and zero points to services areas that are not (see Appendix 2). Below are the results of the allotment of points:
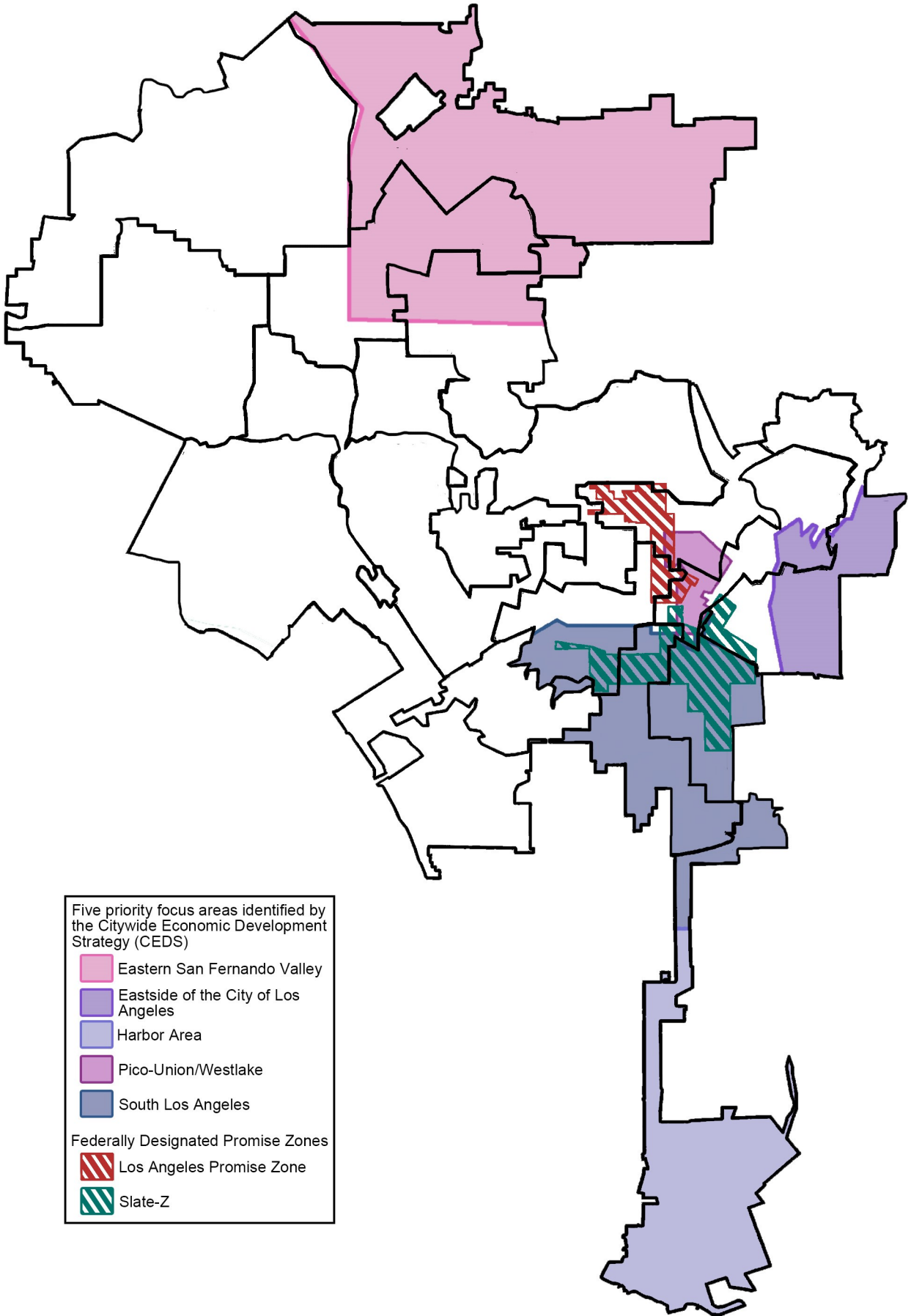
Region	Points distributed based on greatest need with ten the maximum and one the minimum				Economic Development Areas (five points if yes and zero points of no)		Total (50 points max)	Ranking
	% Low/Mod Residents	% Living in Poverty	% of Opportunity Zones	# of Business in Area	Target Area in the CEDS?	In a Promise Zone?		
Southeast Los Angeles	10	10	7	7	5	5	44	1
Watts	9	9	10	10	5	0	43	2
East Los Angeles	8	6	9	9	5	0	37	3
Pico Union/ Westlake	7	8	8	2	5	5	35	4
South Los Angeles	6	7	4	6	5	5	33	5
Harbor	1	5	3	8	5	0	22	6
North Valley	4	4	2	5	5	0	20	7
Hollywood	5	3	5	1	5	0	19	8 [1]
South Valley	3	2	6	3	0	5	19	8 [1]
West Valley	2	1	1	4	0	0	8	10

_____

1 Hollywood and South Valley Region both scored the same number of points in the analysis, therefore were given the same ranking number and then a gap is left in the ranking numbers.

Economic Development Heat Map

Percent of the population for whom poverty status is determined.

0%   30%   80%

Percent of population of low- and moderate-income persons

0%   50%   100%

Businesses per zipcode

1   3,000   5,571

Qualified Opportunity Zones

Five priority focus areas identified by the Citywide Economic Development Strategy (CEDS)

Eastern San Fernando Valley

Eastside of the City of Los Angeles

Harbor Area

Pico-Union/Westlake

South Los Angeles

Economic Development Areas
in the City of Los Angeles

Five priority focus areas identified by the Citywide Economic Development Strategy (CEDS)

- Eastern San Fernando Valley
- Eastside of the City of Los Angeles
- Harbor Area
- Pico-Union/Westlake
- South Los Angeles

Federally Designated Promise Zones

- Los Angeles Promise Zone
- Slate-Z

Qualified Opportunity Zones

The City of Los Angeles has 193
Opportunity Zones approved in
13 Council Districts.
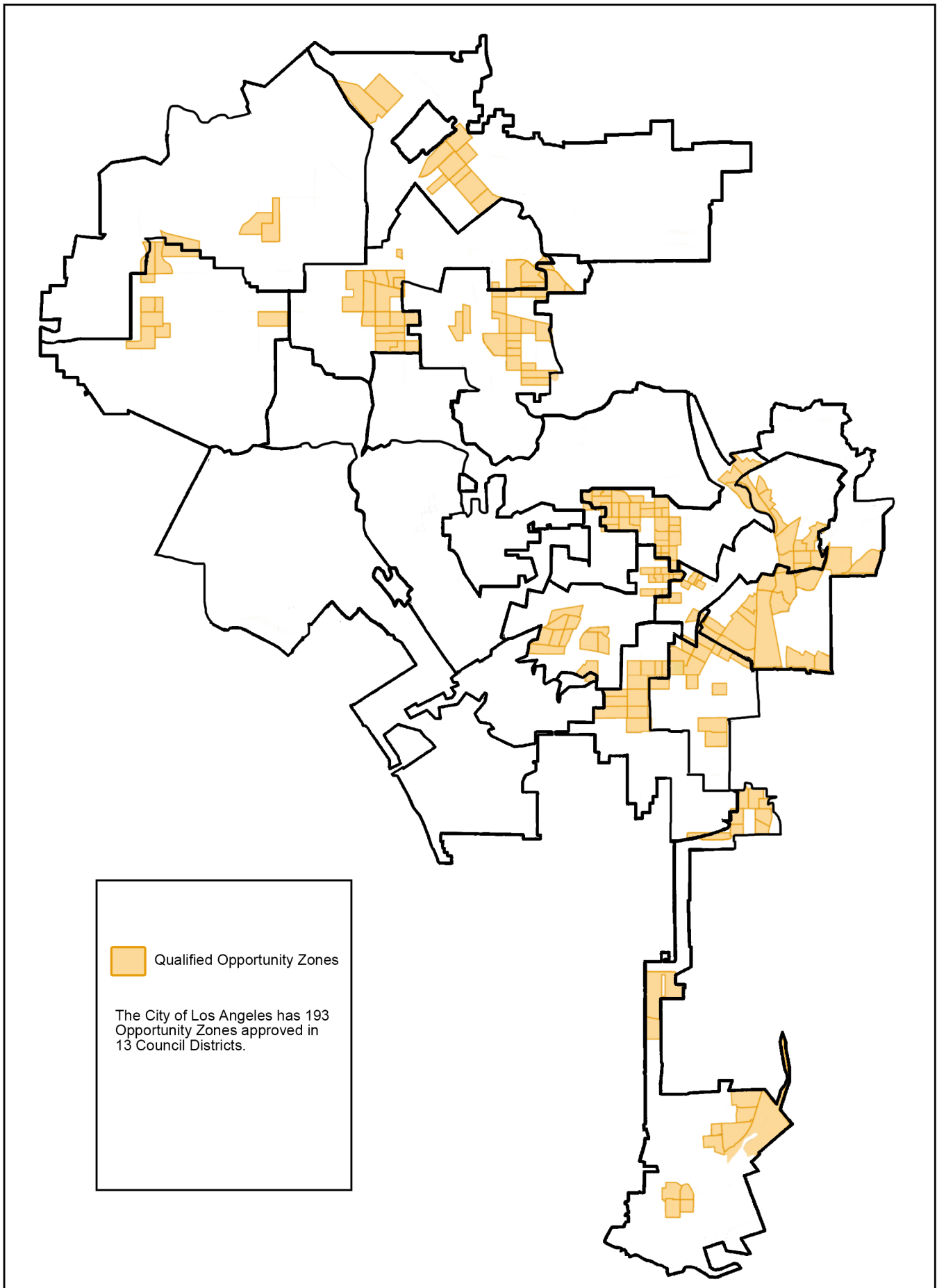
Low/Moderate Income in the City of Los Angeles
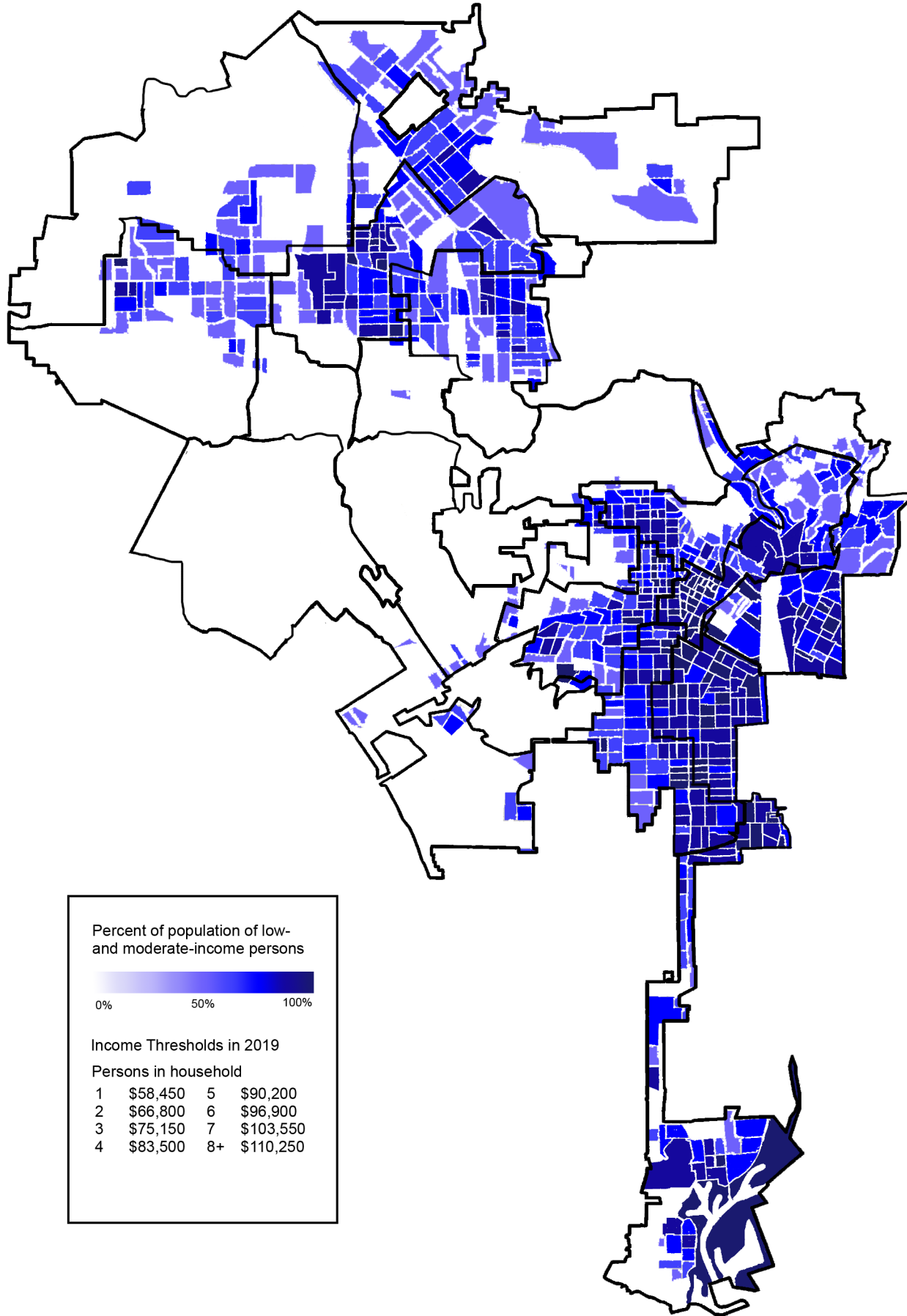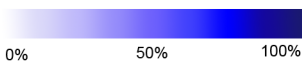
Data from American Community Survey 2011-2015 5-year estimates

Percent of population of low-
and moderate-income persons

0%   50%   100%

Income Thresholds in 2019

Persons in household

1	$58,450	5	$90,200
2	$66,800	6	$96,900
3	$75,150	7	$103,550
4	$83,500	8+	$110,250

Poverty in the City of Los Angeles
Data from 2014-2018 American Community Survey 5-Year Estimates
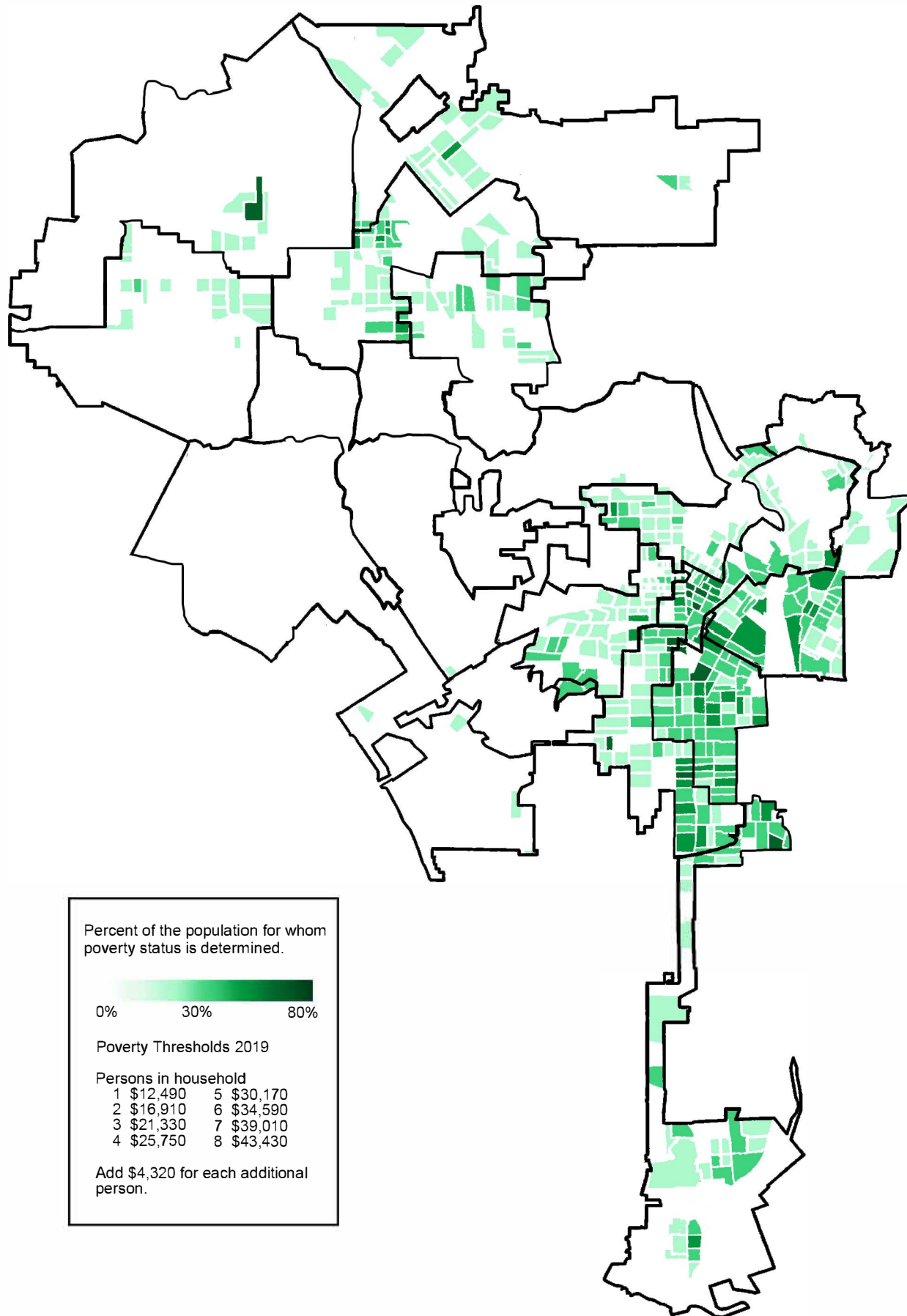
Percent of the population for whom poverty status is determined.

0%   30%   80%

Poverty Thresholds 2019

Persons in household
1 $12,490   5 $30,170
2 $16,910   6 $34,590
3 $21,330   7 $39,010
4 $25,750   8 $43,430

Add $4,320 for each additional person.

dun&bradstreet
GROWING RELATIONSHIPS THROUGH DATA

Businesses per zipcode

1   3,000   5,571

Employee range between 1 - 499

Sales Volume less than $7,500,00
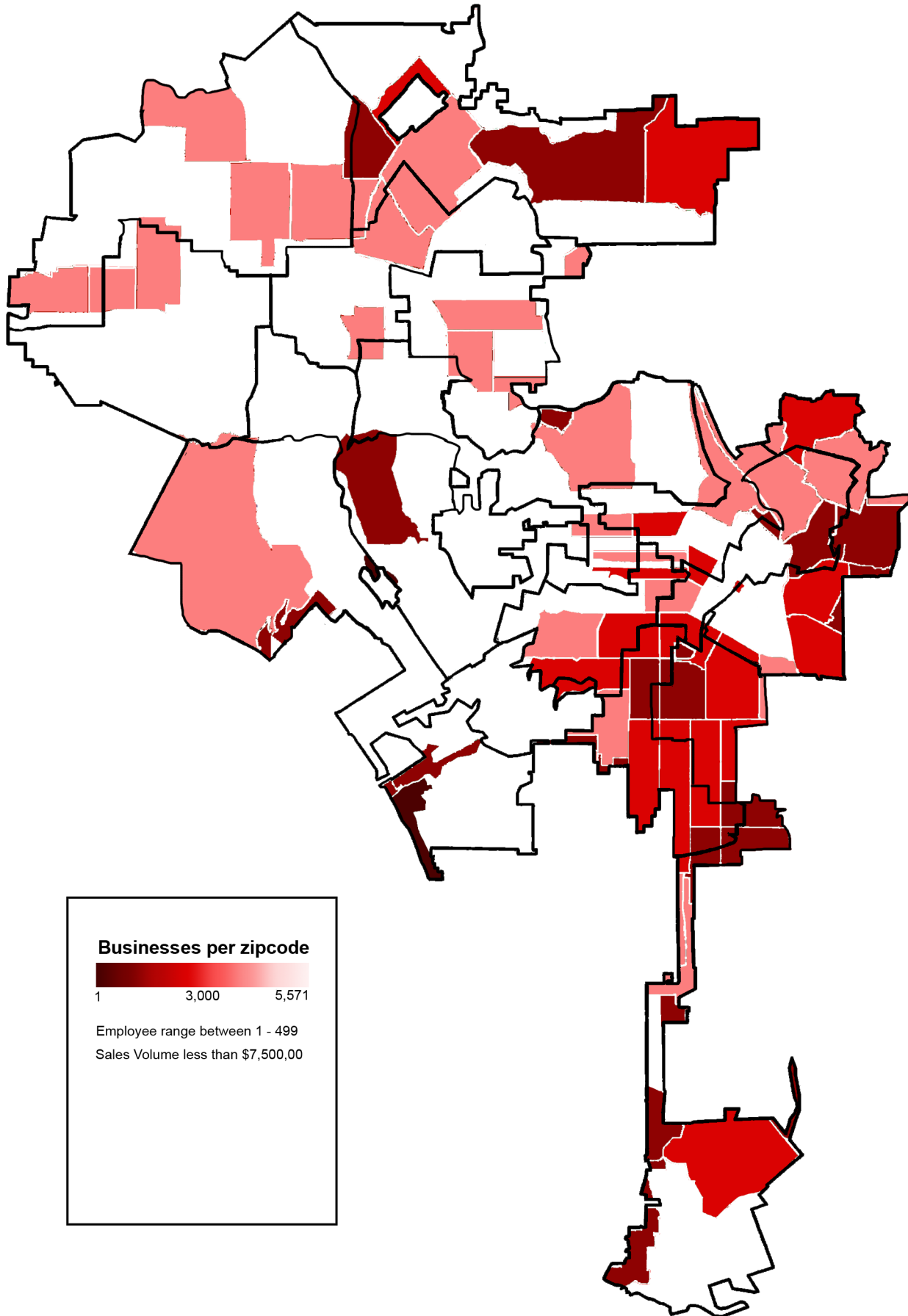
Appendix 2

	% Low/Mod Residents	% Living in Poverty	% Opportunity Zones	# of Business	Target Area in the CEDS?	In a Promise Zone?	Total
Southeast LA	10	10	7	7	5	5	**44**
Watts	9	9	10	10	5	0	**43**
East Los Angeles	8	6	9	9	5	0	**37**
Pico Union/ Westlake	7	8	8	2	5	5	**35**
South Los Angeles	6	7	4	6	5	5	**33**
Harbor	1	5	3	8	5	0	**22**
North Valley	4	4	2	5	5	0	**20**
Hollywood	5	3	5	1	0	5	**19**
South Valley	3	2	6	3	5	0	**19**
West Valley	2	1	1	4	0	0	**8**

	% Low/Mod Residents	Points
Southeast LA	87%	10
Watts	85%	9
East Los Angeles	82%	8
Pico Union/Westlake	77%	7
South Los Angeles	63%	6
Hollywood	61%	5
North Valley	58%	4
South Valley	53%	3
West Valley	43%	2
Harbor	42%	1

Per U.S. Department of Housing and Urban Development (HUD)'s Community Planning and Development (CPD) Notice 19-02, the statistical information used in the calculation of estimates identified in the data sets comes from two sources: 1) the 2011-2015 American Community Survey (ACS), and 2) the Income Limits for Metropolitan Areas and for Non Metropolitan Counties.

	# Living in Poverty	Population	% Living in Poverty	Points
Southeast LA	59,825	189,354	31.59%	10
Watts	34,038	108,700	31.31%	9
Pico Union/Westlake	94,975	362,530	26.20%	8
South Los Angeles	93,352	379,586	24.59%	7
East Los Angeles	39,804	165,499	24.05%	6
Harbor	39,075	215,803	18.11%	5
North Valley	77,041	468,654	16.44%	4
Hollywood	58,424	366,568	15.94%	3
South Valley	56,484	373,312	15.13%	2
West Valley	58,195	482,862	12.05%	1

Data from 2015-2019 American Community Survey Five Year Estimates.

	# of Opportunity Zones	Total Census Tracts	% of Opportunity Zones	Points
Watts	8	21	38.10%	10
East Los Angeles	14	46	30.43%	9

Pico Union/Westlake	29	104	27.88%	8
Southeast LA	12	44	27.27%	7
South Valley	26	96	27.08%	6
Hollywood	27	105	25.71%	5
South Los Angeles	22	88	25.00%	4
Harbor	12	55	21.82%	3
North Valley	22	111	19.82%	2
West Valley	11	110	10.00%	1

The City of Los Angeles has 193 Opportunity Zones approved in 13 Council Districts.

	# of Businesses	Points
Watts	3,696	10
East Los Angeles	9,854	9
Harbor	11,247	8
Southeast LA	12,958	7
South Los Angeles	23,001	6
North Valley	31,594	5
West Valley	53,356	4
South Valley	56,127	3
Pico Union/Westlake	56,766	2
Hollywood	57,348	1

Businesses with an active Business Tax Registration Certificate (BTRC) with the Office of Finance using data from the City's Open Data portal updated on February 16, 2021.